

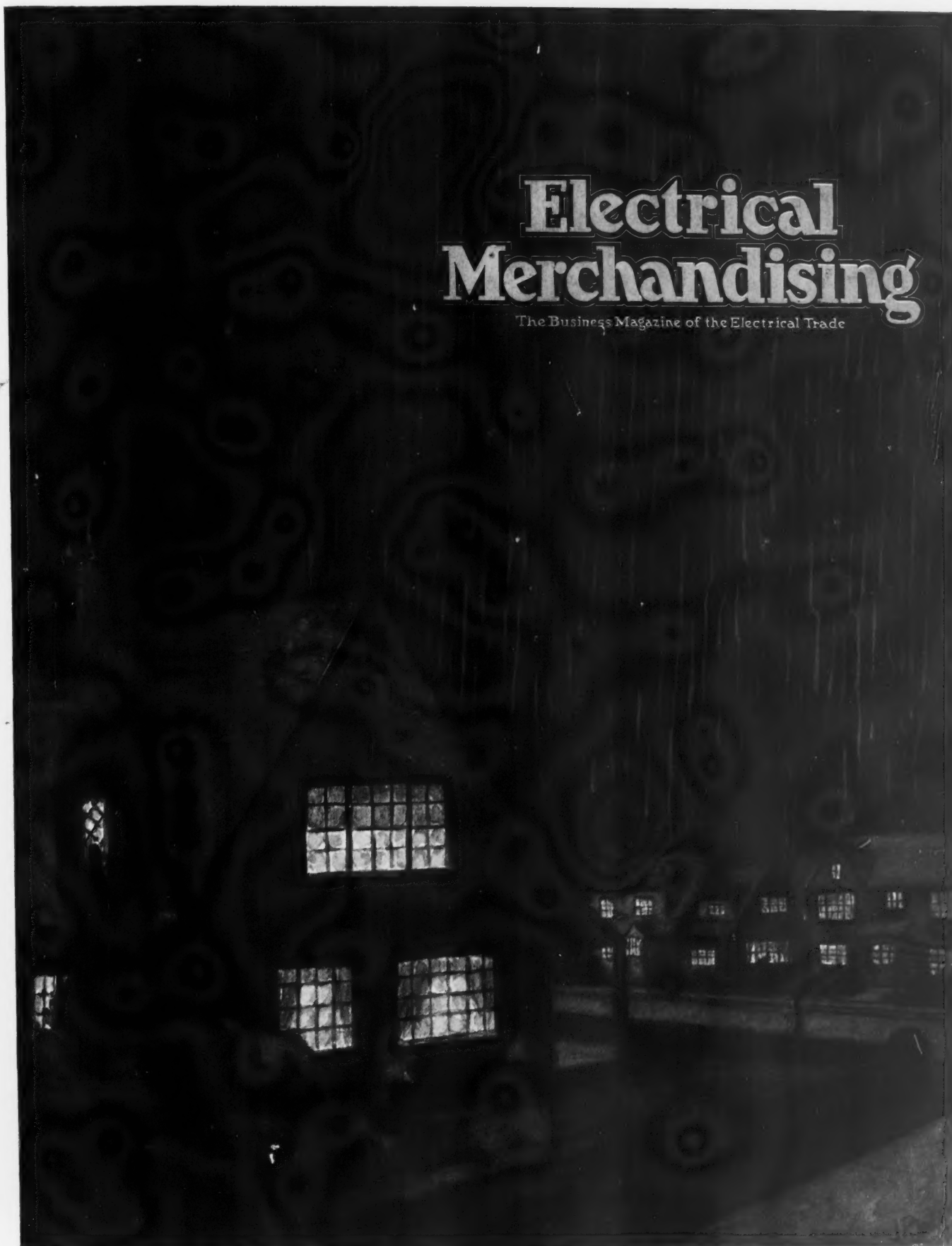
SEP 4 1923

A McGraw-Hill
Publication

In Two Sections
Section One

Electrical Merchandising

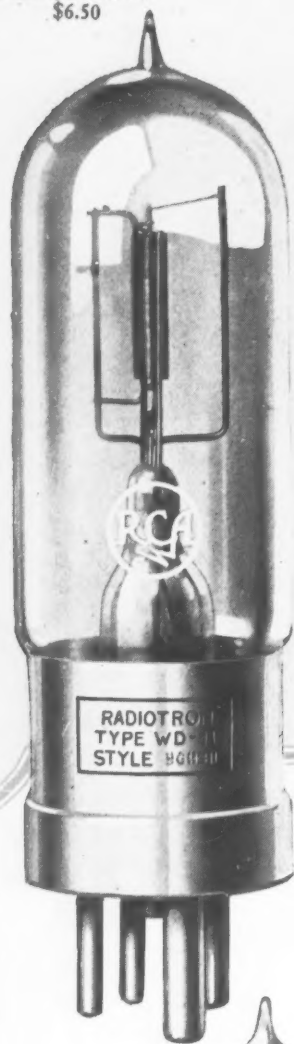
The Business Magazine of the Electrical Trade



September, 1923

Fall Lighting Number

**Radiotron
WD-11**
The ideal dry
battery detector
\$6.50



**Radiotron
UV-201-A**
The super-
amplifier tube
\$6.50



**Radiotron
UV-199**
The little tube of
big performance
\$6.50



**Radiotron
UV-200**
The long dis-
tance detector
\$5.00

**3,600,000
Radiotrons/
already made and sold!**

**Radiotron
WD-12**
The standard
base dry cell
tube \$6.50



This symbol
of quality
is your pro-
tection

This one fact reveals at a glance the growth of radio! 3,600,000 RADIOTRONS already sold! It was the perfection of the RADIOTRON that made popularization of radio possible—and every vacuum tube set needs RADIOTRONS for clear reception and amplification—for sensitivity—and long distance reception.

Every owner of a radio set will need Radiotrons as surely as a phonograph owner needs records. Keep your stocks complete. And be sure the RCA mark and the name is on every Radiotron you sell. Your customers are looking for it. Then line up with the radio dealers who are finding the steady sale of Radiotrons their biggest source of profit.

Radio Corporation of America

Sales Dept., Suite 2071
233 Broadway, New York

District Sales Offices

10 So. LaSalle St., Chicago, Ill. 433 California St., San Francisco, Cal.

Radiotrons

REG. U. S. PAT. OFF.

Electrical Merchandising

Vol. 30

The Business Magazine of the Electrical Trade

No. 3



Denver—"The Electric City"—from Buffalo Bill's Grave on Lookout Mountain

FOR years Denver, Colorado, has stood the classical example of intensive electrical development, as symbolized by its splendidly lighted streets and business houses, its beautiful electric-company building, and the many applications of electricity in local industries.

To few visitors, however, is it given to witness the electrical glories of the

"Queen City" of the plains, all at one sweeping glance, as can be done any clear night from the vantage point of Lookout Mountain. From this lofty elevation, the night panorama of "the electric city" spreads out in glittering perspective, while in the foreground is seen the trace of automobile headlamps along one of Denver's outlying park drives.

Table of Contents for September

A Chart of the Electrical Industry	3578	The "Big Three" in Merchandising Radio	3606
What Is "the Electrical Industry?"	3579	"Electrical Merchandising" Pictorial	3609
To Survey the Homes of Every City	3580	"The Home Electrical"	3613
Fresno Store's Model Lighting Installation	3585	Cleveland's Model Store-Lighting Exhibit	3621
"By the Side of the Road"	3587	Make Toast Your Breakfast Food	3622
"Notice the Lighting Equipment"	3590	Editorials	3623
Home Electric Campaigns in Full Swing	3592	Ideas for the Man Who Sells	3624
What the Fixture Designers Are Doing	3594	Marketing New Lines at a Profit	3626
New Method Sells Farm-Lighting Plants	3596	Hints for the Contractor	3628
Appliance "Service Station"	3598	New Merchandise to Sell	3630
"Informing the Public"	3602	Sales Helps for the Dealer	3632
Should the Electragist Be a Retailer?	3604	Gossip of the Trade	3637

What and Where to Buy, 240

Searchlight Section, 241

Alphabetical Index to Advertisers, 245

McGraw-Hill Company, Inc., Tenth Avenue at 36th Street, New York

JAMES H. MCGRAW, President
ARTHUR J. BALDWIN, Vice-President
MALCOLM MUIR, Vice-President
E. J. MEBREN, Vice-President
MASON BRITTON, Vice-President
O. D. STREET, Vice-President
JAMES H. MCGRAW, JR., Secy. and Treas.

Cable Address: "Machinist, N. Y."
WASHINGTON, D. C., Colorado Bldg.
CHICAGO, Old Colony Bldg.
PHILADELPHIA, Real Estate Trust Bldg.
CLEVELAND, Leader-News Bldg.
ST. LOUIS, 113 Star Bldg.
SAN FRANCISCO, Rialto Bldg.
LONDON, E. C., 8 Bouverie St.

Publishers of
Electrical World Journal of Electricity Ingenieria Internacional
Industrial Engineer Engineering and Mining Journal-Fres
Engineering News-Record Coal Age American Machinist
Power Electric Railway Journal Electrical Retailing
Bus Transportation Chemical & Metallurgical Engineering
American Machinist—European Edition

ELECTRICAL MERCHANDISING

O. H. CALDWELL, Editor

Associate Editors EARL E. WHITEHORNE
STANLEY A. DENNIS, CHICAGO

Editorial Staff

ARTHUR E. TOWNE LIDDA KAY F. R. CLAUS M. CLEMENTS
H. S. KNOWLTON, BOSTON C. GRUNSKY, SAN FRANCISCO
Consulting Editor, ROBERT SIBLEY

Member Society for Electrical Development, Inc.
Member Audit Bureau of Circulations.
Member Associated Business Papers, Inc.
Copyright, 1923, by McGraw-Hill Company, Inc.
Circulation of this issue, 14,000

Entered as second class matter July 21, 1916,
at the Post Office at New York, under the act of
March 3, 1879. The annual subscription rate is
\$2 in the United States, Canada, Mexico, Hawaii,
Philippines, Alaska, Porto Rico, Canal Zone,
Honduras, Cuba, Nicaragua, Peru, Colombia, Bolivia,
Dominican Republic, Panama, El Salvador,
Argentina, Brazil, Spain, Uruguay, Costa Rica,
Ecuador, Guatemala and Paraguay. Extra foreign
postage \$1 (total \$3 or 13 shillings). Single
copies, 25 cents. Printed in U. S. A.

400
Investment Bankers
who finance —

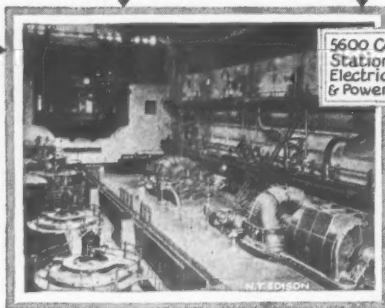


A Chart of the Electrical Industry

Showing the "flow-lines" of financing,
electricity supply, and merchandise sales

110 Holding Companies
Owning and Managing
about 1000
Central Stations

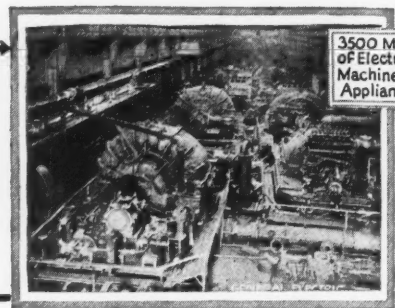
44 State Public
Service
Commissions
which regulate
the Central Stations



5600 Central
Stations or
Electric Light
& Power Cos.



500
Consulting
Electrical
Engineers



3500 Mfrs
of Electrical
Machinery &
Appliances

400
Jobbers—the whole-
salers of the Elec-
trical Industry

The Contracting Group



3,000
Established
Electrical
Contractors

12,000
Contractor
Dealers

1793
Central Stations
doing
Contracting

The Retailing Group



500
Dept
Stores
Selling
Electrical
M'dse

10,000
Hardware
Stores
Selling
Electrical
M'dse

500
Electric
Farm
Lighting
Plant
Dealers

500
Electric
Lighting
Fixture
Dealers

500 Specialty House
to House Electrical
Sales Organizations

1,000 House Furn-
ishing Stores Selling
Electrical Goods

12,000
Dealer
Contractors

3139
Central
Stations
Selling
Electrical
M'dse

500
Electrical
Dealers
Store
Business
Only

1,000
Furniture
Stores
Selling
Electrical
M'dse



9,689,600 Homes
supplied with
Electricity by the
Central Stations



340,000 Farms &
Isolated Dwellings
generating Current
with own Equipment



1,896,900 Stores,
Offices, etc., using
Central Station
only for Lighting

429,584 Industrial
Establishments
using Central Sta-
tion Light & Power



45,000 Industrial
Establishments
which generate
their own Electricity

Consumers - Investors

In addition to the contracting group here shown, there should be included the 15,000 new electrical contractors. Included in the retailing group are also 500 plumbers selling electrical goods and 1,000 drug stores selling electrical goods

NOTES * Both the central stations selling electrical merchandise and those doing contracting are included in the 5,600 companies.
• These 12,000 contractor-dealers serve a dual function.

Electrical Merchandising

Volume 30

The Business Magazine of the Electrical Trade

Number 3

September, 1923

What is —

"The Electrical Industry?"

MEN use this phrase—"the electrical industry" and what do they really mean? To the central-station man, the electrical industry is primarily the light and power companies of the land. The contractor sees the industry disproportionately in terms of wiring. The dealer naturally thinks first of the appliance business. Jobber and manufacturer both have their own close-up viewpoint. Few appreciate vividly how many elements there are that go to make up this great industrial structure and how they all stand balanced in the working machine.

The electrical industry is all of this—as pictured on the opposite page—but it is more than this. For it embodies not only the several distinct classes of electrical men and their respective functions; it embraces even the public itself who to a vast number are not only the customers of the industry but are also the investors who supply the vital money for its financing. And it includes as well

that growing army of diversified "non electrical" merchants from whom the people purchase no small share of their electrical merchandise. All of these are concerned in the electrical industry and a part of it.

THERE is no more valuable asset to any man's mental storehouse than a true knowledge of his place in his own industry and the interrelationships that will influence his progress and his opportunity. It is a theme worth studying.

Strife and discord in the ranks of any industry—be it in national or in local policies—are evidences of gross ignorance of the very fundamentals of that industry's organization. Else there would be mutual recognition of the unescapable interdependence that, we see, exists among electrical men;—and in place of discord, constructive co-operation would be established as the only way that leads to any real measure of success and service.

To Survey the Homes of Every City

Plans Now Forming for a Great National Canvass of Electrical Conditions in the Households of America—What Some Recent Surveys Indicate

THE electrical industry is at last to undertake a fundamental nation-wide study of its market. For years we have groped about in the midst of mystery, wondering why the American home does not buy this or that electrical appliance more readily, and not knowing in fact, how many appliances they do buy, nor which ones, nor how much they use them when they do own them. Yet all this is vital to any clear conception of our opportunity or the measure which should be applied in its development.

The National Electric Light Association has determined that such a survey should be made and plans are now being worked out

by its Public Relations Section and its Commercial Section working in collaboration. Central stations throughout the country will be called upon to contribute their quota of information by making a survey of all wired homes, or in the case of cities too large to cover in entirety, of a sufficient number of homes to give an accurate index to local conditions. As the canvassers call, they will secure complete data on the use of electric service in each home, they will tell the householder the story of electric service, and they will inevitably sell enough appliances to pay the cost of the survey.

Out of this will come enlightenment. To the dealer it would bring an accurate understanding of what appliances people are buying, what they lack, and where the public interest lies. To the contractor it will give complete data on the incompleteness of household wiring and show him exactly the need for more outlets. To the central station it will present the first clear picture of the extent to which electric service is being appreciated and utilized in the average household. With this knowledge will inevitably come increased effectiveness in selling, that will open up a new era of progress in electrical merchandising.

YEARLY inspection of electrical equipment in every home, office, store and factory using electrical light or power in the United States, was urged as a means of improved service and better public relations in an address by M. H. Aylesworth, executive manager of the National Electric Light Association, at the 1923 N. E. L. A. convention at New York City.

The significance of such a survey undertaking is indicated in a statement prepared for the convention showing companies actually represented at the sessions to be serving a population of 45,500,000 with 30,000,000,000 kilowatt hours of service each year and that the investment in the securities of these companies is \$3,575,000,000. These figures represent but 65 per cent of the total investment and kilowatt

production of the electric light industry as a whole.

"While the main purpose of such a survey is to cultivate better public relations with customers," said Mr. Aylesworth, "its byproducts would be of inestimable advantage. Judging from the small amount of household appliances in use it is evident there is not a proper appreciation of the possibilities and advantages of electricity in the home on the part of residence consumers. I feel confident service inspections will not only have more to do with popularizing electric service, but that it will be very effective in creating good will.

To Call On Every Customer

"The plan I have in mind is an elaboration of the time-honored idea of service. To serve well and

even better has long been the object of the electric light and power companies, for service and success are synonymous. But have we convinced our customers of this fact? Are they satisfied with our service? Do they believe in our sincerity, or are they skeptical and hostile, basing their unfriendliness on little things that could easily be put right, or founding it on ignorance of our methods and exaggerated notions of our earnings?

"To call on every customer to advise about lamps and appliances, to get unused equipment repaired and back on the wires, to cultivate friendliness, adjust grievances, spread the truth about our industry, remove the old distrust that has endured too long, to show how electricity can lighten the household burdens—possibly to induce our customers to become our partners by the purchase of securities, though that would not be the main object of this plan as I view it—all this would redound to our own satisfaction and prosperity. It can be done. All we need is the determination and courage to bring it about. The time is opportune. I trust I am not too enthusiastic or optimistic about this matter. To me it means a re-awakened association, a re-awakened industry."

Taking the suggestion for a door-to-door survey of customers, as

Analysis of Appliances Found in Survey of New York City

	Manhattan		Bronx		Manhattan and Bronx	
	Number	Per Cent of Total	Number	Per Cent of Total	Number	Per Cent of Total
Irons.....	18,256	53.4	11,345	75.0	29,601	60.0
Vacuum cleaners.....	6,056	17.7	2,297	15.1	8,353	16.9
Toasters.....	3,121	9.1	702	4.7	3,823	7.8
Percolators.....	1,100	3.2	170	1.2	1,270	2.6
Heaters.....	915	2.7	154	1.0	1,069	2.2
Grills and stoves.....	805	2.4	81	0.5	886	1.8
Fans.....	1,182	3.5	96	0.6	1,278	2.6
Curling irons.....	213	0.6	47	0.3	260	0.5
Washing machines.....	203	0.6	36	0.3	239	0.5
Sewing machines.....	288	0.8	41	0.2	329	0.7
Vibrators.....	240	0.7	30	0.2	270	0.5
Heating pads.....	194	0.6	5	0.1	199	0.4
Miscellaneous.....	1,605	4.7	109	0.8	1,714	3.5
	34,178	100.0	15,113	100.0	49,291	100.0

above outlined by Mr. Aylesworth, electrical men in several cities have already begun partial or experimental surveys designed to indicate the best methods for conducting the more complete surveys to follow, and to forecast the results to be expected.

The New York Edison Company recently completed an appliance and outlet count of some 47,000 of its

residence customers. The Illuminating Glassware Guild has been collecting national and local figures on the opportunities for the sale of lighting glassware. And at Massillon, Ohio, the engineers of the Ohio Public Service Company have collected data on the electricity consumption of typical residential and commercial customers. Reports on these surveys to date, follow.

the extremes—that is, in the expensive Manhattan apartment and in the less pretentious Bronx flat, but that each type of residence produces its own distinct type of demand. In other words the central station serving a large city should ideally develop one kind of selling campaign for its “apartment-hotel” customers and another type of appeal for its plain honest-to-goodness home folks.

Of the Bronx houses visited 80 per cent were found to be employing electric household devices, as against 63 per cent for the wealthiest section of the city.

However, an analysis of the lists of appliances counted by the inspectors, shows that there is a distinct differentiation in the type of utensil in demand. Thus numerically speaking the electric flat-iron is the “headliner” for both parts of the city but in the Bronx, the 11,345 flat-irons counted for 75 per cent of the total number of appliances found, while in the apartment-hotel section flat-irons form only 53.4 per cent of the total number of electrical appliances listed.

Vacuum Cleaner Lags Far Behind Flatiron in Numbers

From the almost universal popularity of the electric flat-iron, there is a decided drop when it comes to second place, which is awarded by the surveyors to the vacuum cleaner. But in the 47,000 homes visited only 8,353 vacuum cleaners were encountered, not as high a figure as one might have expected. In Manhattan,

A Survey of 47,000 Electricity-Users in New York City

By M. O. WHITTON

THE business of marketing electrical appliances, either by the dealer or the central-station, has reached that stage of development where it is now possible for the enterprising sales-manager to obtain records and data which will enable him to plan his campaigns more effectively and to proceed along a line of probable customer-demand, which ought definitely to increase the number of selling “hits” and to decrease that of the “misses.”

More than a year ago, the New York Edison Company organized a Bureau of Surveys to obtain for the company the actual facts of electricity usage in a wide range of territory and including a still wider variety in the type of consumer. The statistics gathered and analysed by this Survey Bureau contain mate-

rial of value not only for dealers in New York City, but also for sales-managers handling similar territory in either large cities or small towns.

A group of inspections was arranged to cover the two extremes of New York City life—that represented by the high-grade apartment hotel in Manhattan proper, and that carried on in the small “flat” up in the Bronx. So that there should be no question of drawing conclusions from insufficient volume of evidence thorough inspections were made in no less than 47,000 different residential premises in both Manhattan and the Bronx. Tendencies evident from such a mass of cases merit at least serious consideration.

Roughly it may be said that results showed that a large demand for household electricity at both ends of



The Spencer Arms, a New York apartment hotel, in which the load furnished by small electric household devices amounts to 111,567 kilowatts, while the lighting and

power load combined is only 115,306 kilowatts. Center—The 149 apartments of the Stuyvesant apartment hotel contain 69 fans 43 grills and small stoves, 39 electric

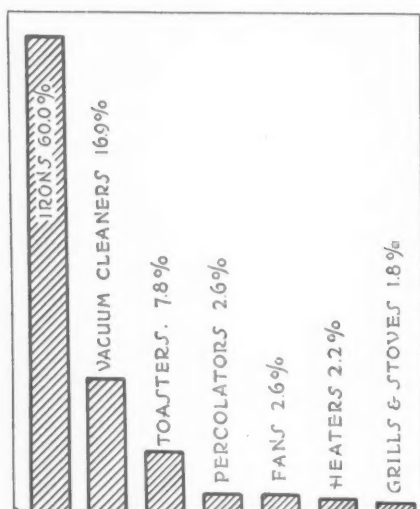
flat-irons and 14 percolators. Right—Hotel des Artistes, a studio apartment, in which the load from appliances exceeds either the lighting or the power load.

the cleaners constituted 17.7 per cent of the total number of appliances inspected, while those found in the Bronx formed only 16 per cent of the total. Obviously vacuum cleaners are relatively less popular among the housewives of the Bronx than among the "light housekeepers" in Manhattan apartment-hotels, a distinctly surprising result as in practically all of the Bronx flats visited "the lady of the house" was also the cleaner. Evidently the vacuum cleaner is yet far from being the "standard device" for the modest home; possibly also the open spaces of the Bronx encourage the outdoor rug beating industry. It is also interesting to note that the "housekeepers' room" of practically all the apartment hotels studied boasted an equipment of three or four small vacuum cleaners, for use in those apartments where "maid-service" is also demanded.

Apartment-Hotels Largest User of Appliances

Numerically, the third article on the list was the electric toaster which again flourishes more freely in the small expensive apartments than they do in the modest home section. In Manhattan, toasters represent 9.1 per cent on the list of totals and in the Bronx 4.7. Similarly with grill-stoves, percolators, electric fans, heating pads, curling irons, vibrators and all the miscellaneous small electrical devices that go to make living more comfortable—they were all found in some quantity in the Bronx territory, but in relatively much higher numbers in the apartment-hotels.

Even with washing-machines, how-



In New York City as elsewhere, the electric iron leads all the rest of the appliances, but the vacuum cleaner outruns the toaster—an interesting commentary on apartment-house life.

Survey Figures from a Smaller Community—Results of Customer Study at Massillon, Ohio

	TOTALS FOR 2 YEARS 1921 AND 1922		AVERAGE PER CUSTOMERS FOR 2 YEARS		AVERAGE PER CUSTOMERS PER MONTH	
	KWH	\$	KWH	\$	KWH	\$
COMMERCIAL						
5—Massillon barber shops.....	7,465	642.30	1,493	128.46	62	5.35
5—Clothing and shoe stores.....	92,032	4,055.61	18,306	811.12	762	33.79
5—Confectionery stores.....	57,601	2,908.68	11,540	581.73	480	24.23
5—Pool halls.....	82,539	3,793.92	16,508	758.78	688	31.61
5—Restaurants.....	82,414	3,308.82	16,483	661.76	687	27.57
5—Drug stores.....	59,019	2,932.39	11,804	586.48	492	24.44
5—Grocery stores.....	15,087	809.69	3,017	161.94	126	6.75
25—Offices—doctors, lawyers, etc.....	8,392	726.81	335	29.06	14	1.21
DOMESTIC						
20—Apartment house customers.....	11,589	949.36	579	47.47	24	1.98
50—Customers in West Park and Columbia Heights.....	28,421	2,841.65	568	56.83	23	2.36
100—Residence customers in West Side..	58,934	5,022.41	589	50.22	24	2.09
96—Customers, E. Side, N. of Main, E. of Lincoln.....	52,393	4,389.26	545	45.72	22	1.90
50—Residences in Navarre.....	21,769	2,259.60	435	45.90	18	1.81
50—Residences in Cahal Fulton.....	23,434	2,393.70	469	47.98	19	2.00
50—Customers in Bowditch, Greenville and Brookfield.....	17,087	1,798.50	405	42.84	17	1.78
100—Peerless Drawn Steel & S. Erie St....	62,109	5,245.00	621	52.45	26	2.18
Overall on domestic customers.....	275,736	24,899.48	534	48.25	22	2.01

ever, the positions remain unchanged, the Bronx having relatively only half as many machines as its wealthier rival, but, in the case of electric sewing-machines, a further surprise awaits the investigator, for in proportion, there were located four times as many electric sewing-machines in apartment-hotels as were found in the Bronx residence section. This indeed is an unexpected twist, since one might naturally assume that the plain housekeeper would probably do more home-sewing than her sister in an expensive hotel.

One of the humors of the investigation was the discovery of nearly two hundred electric household appliances of various sorts in a high grade apartment hotel, in which the use of electrical appliances by tenants is prohibited by a clause in the lease. In this building were found 69 fans, 61 grills, toasters and small stoves and 14 coffee percolators, besides curling irons, vibrators, hair-dryers and other toilet devices. Since the tenants made no effort to conceal their equipment from the lighting company inspector, it is quite possible that the management, yielding to pressure of public opinion, has allowed this appliance prohibition to become a dead letter. The investigator, however, did not raise the issue with the management.

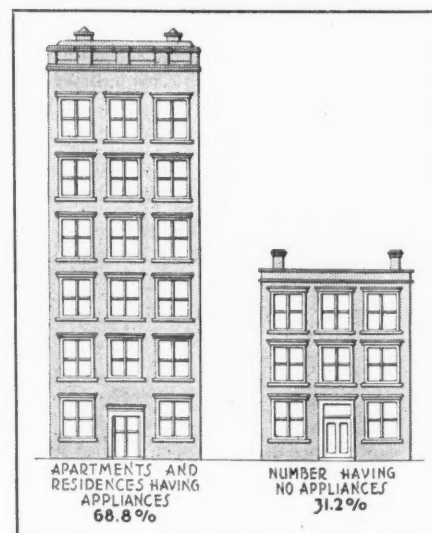
In addition some interesting figures were produced on the subject of sockets, receptacles, empty sockets and burned out lamps. In the Bronx section, the average number of sockets per home was thirteen; in Manhattan seventeen, again rather surprising since the apartment-hotel survey included many "homes" of one

and two rooms. In the Bronx, burned out lamps represented 1.7 per cent of the total counted, while in Manhattan only 0.9 of one per cent. Empty sockets amounted to 11 per cent of the entire number in the Bronx, and 10 per cent of the total in Manhattan.

One Quarter of Outlets Convenience Receptacles

These empty sockets should also be considered in connection with the report on convenience receptacles, which represented 26.4 per cent of the total number of outlets inspected. It is evident, then from the high usage of electrical appliances found especially in the Bronx, (80.7 per cent it will be remembered), that many of those classed as "empty" were probably left so to accommodate

(Continued on page 3600)



A comparison that reveals the electrical-appliance market in New York City. Nearly one-third of the apartments covered in this survey had no appliances.

Fixture Industry Needs Cost-Accounting System

Many Lines Today Produced at a Loss, but Carried by Those Successful Specialties Which Earn a Profit

By HERMAN PLAUT

President, National Council of Lighting Fixture Manufacturers

MUCH interest has been created on the subject of cost accounting as related to the manufacture of fixtures, through the activity of Past-president Biddle of the National Council. At every meeting Mr. Biddle has emphasized this subject of cost accounting, so that the elements of it are appreciated by our members, but nothing has yet been done by the fixture industry with a view to the general adoption of a system.

I believe that the fixture industry will never be found on a sound basis until a universal cost system, common in all factories, is adopted. Most of the fixture goods sold today have their prices based not on the cost, but on a competitor's price—a policy that is ruinous to the industry.

Regardless what the firm is, we all manufacture competitive goods, and too many of these goods are sold at a loss or at no profit. Every firm has a few specialties on which it makes good money. But the profit on these specialties is largely decreased owing to the goods which are sold without profit, and so the profitable article is made to bear the burden of the unprofitable article.

Uniform Accounting System for Industry Practicable

Accountants tell me that it is practicable to arrange a cost system that could be universally adopted by the entire fixture industry. Naturally, if a hundred firms or so were to adopt such a cost system, forms and blanks could be distributed on a large, wholesale basis at a small fraction of the cost if only a handful adopted it.

In upbuilding this industry of ours nothing is more fundamental than teaching the man who does not know, what his goods cost him. We can thus instill in him a wholesome respect and understanding for the fact that if he does not adopt a cost system, the result will be either fail-

ure or a very small profit—a profit incompatible with his investment and his hard labor.

There is no reason why this industry, which has increased with such vast leaps and bounds in the last

few years, should not anticipate a still larger increase for the future. Let's see if we cannot get fixture men to a realization that it is better to do less business and do that at a profit, than a larger volume without a knowledge of its cost.

Herman Plaut, the new president of the National Council of Lighting Fixture Manufacturers, is the executive head of L. Plaut & Company, New York City, and has long been a leader in the fixture manufacturers' organization, both locally and nationally. Mr. Plaut has also been active in the work of the Illuminating Engineering Society.

Great Crosses of Light, New York City's Tribute to Memory of President Harding



C. Society for Electrical Development

On the night President Harding's body lay in state, huge electric-lighted crosses gleamed on many of the great office buildings of New York City, formed by lighting up certain office windows and darkening the rest. One of the most beautiful of these crosses was this one on the facade of the Whitehall Building facing Battery Park.

The cross was 17 stories high and eight windows wide, and looked down on the spot where Washington embarked for Mount Vernon, after having bidden his officers farewell at Faunce's Tavern. The cross was visible far down New York Bay and across on the Jersey shore, gleaming late into the night.

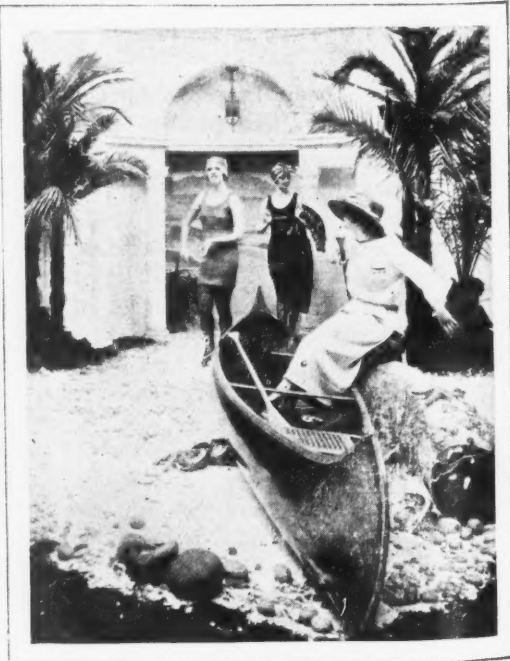


High-Intensity Lighting of "The Wonder Store"



WHERE the average merchant is satisfied with an intensity of 10 ft.-candles in the interior of his store, and 40 to 100 ft.-candles in his show-windows, the new "Wonder Store" of Fresno, Cal., has a general intensity of 18 ft.-candles within and 400 ft.-candles in the windows.

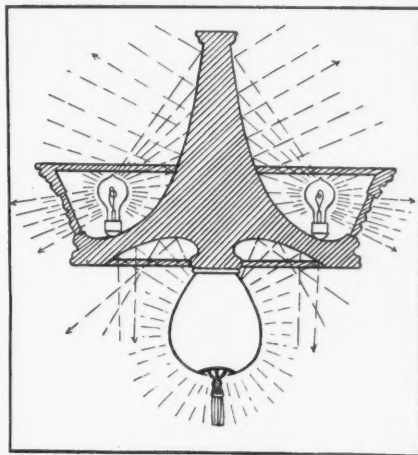
Motion pictures of Paris' latest styles can also be presented in the main salesroom at any time, with the aid of a motor-driven screen and a complete projection outfit.



When the Merchant Says "Give Me the Best"

Modern Lighting Installation Designed to Meet the Special Needs of the Women's Clothing Store Helps "The Wonder" of Fresno to Secure a World's Record for Its Window Displays

FRESNO, California, has a population of 45,000. Yet this year Fresno—or rather, B. C. Hampton of "The Wonder," a women's clothing store of Fresno—won the gold medal for the world's best window display, against thousands of entries from all parts of this country and abroad in a competition conducted by the International Displaymen's Association. Mr. Hampton was able to win this contest because The Wonder has recently installed in its new store one of the most complete and up-to-date window and store lighting equipments to be found anywhere in this country. Where the average store has an illumination of something like 10 foot-candles in the interior and from 40 to 100 foot-candles in the store windows, The Wonder has a general intensity of 18 foot-candles in the main store and 400 foot-candles in the windows.



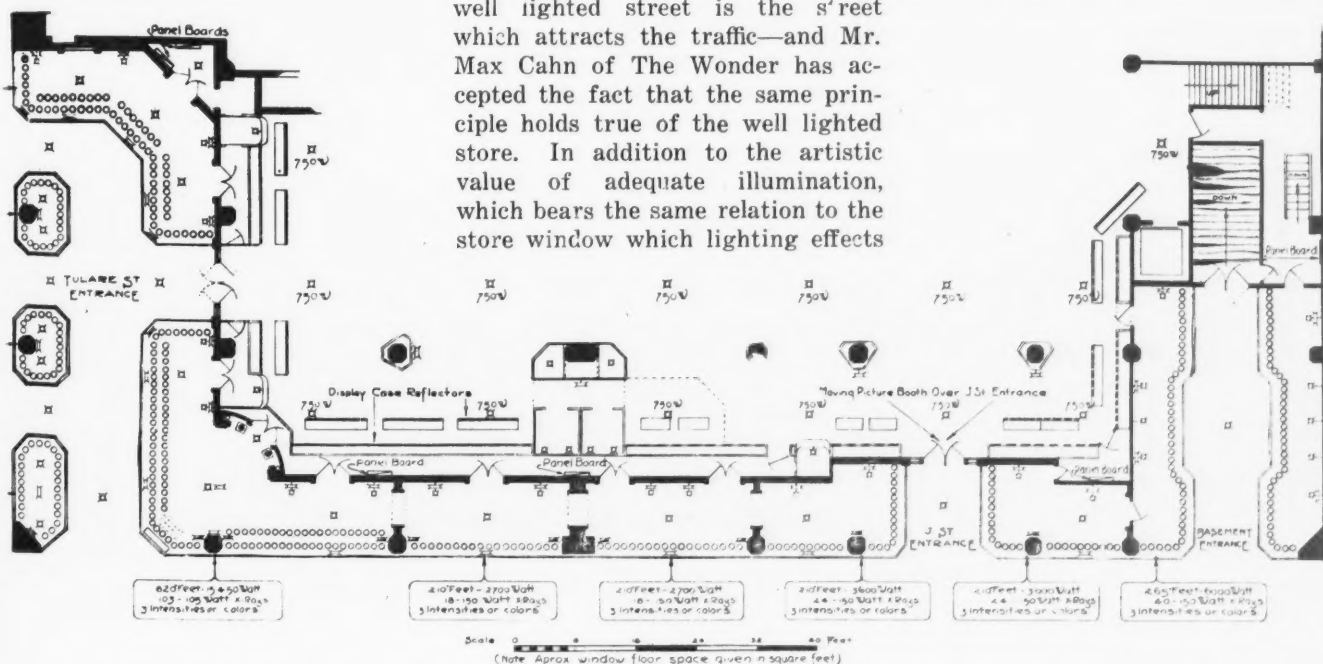
Elevation section through fixtures for main floor. All main ceiling fixtures are suspended on cable hoists, doing away with inconvenience in cleaning.

In spite of the fact that the deciding factor throughout was the service to be rendered rather than the cost, this lighting was sold on the basis of its business value. The well lighted street is the street which attracts the traffic—and Mr. Max Cahn of The Wonder has accepted the fact that the same principle holds true of the well lighted store. In addition to the artistic value of adequate illumination, which bears the same relation to the store window which lighting effects

do to the stage, good light within the store means more goods sold per average customer, less goods returned and fewer complaints.

Show Windows as Small Stages

The problems of the store were carefully studied and the illumination planned with the utmost care to give the most satisfactory service possible to meet the specific needs. The store windows in many respects parallel miniature stages and the lighting has been designed to give great flexibility in effects. The wiring arrangement is so designed that various color effects or changes in light intensity may be obtained by the closing of master switches. Later master dimmers may be installed. Lamps in the main windows are spaced 12 in. apart and arranged to give three stages of lighting intensities. Special metal frames over the lower lamps are



Window illumination of The Wonder Store in Fresno, Cal., which has an intensity of 400 foot-candles. The average store of

this type usually has an intensity of from 40 to 100 foot-candles.

Lamps in the main windows are spaced

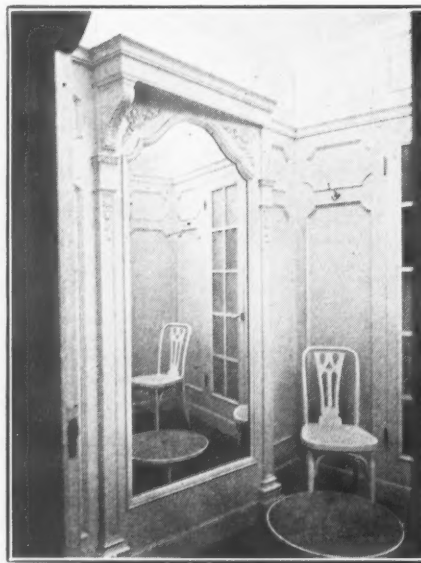
12 in. apart and arranged to give three stages of lighting intensities. These stages, are controlled by means of master switches.

provided for color screens when desired.

In the main corner window, which has an area of approximately 620 sq.ft., 15,450 watts are installed. This does not include adjustable spot lights, amounting to 1,800 watts, nor the 600-watt bank of footlights. In the small show case windows, the intensity per sq. ft. is even greater, as there are here no walls to reflect the light. Convenience outlets are placed conveniently throughout the windows for floor lamps or appliances when these are used.

The lighting arrangements within the store are planned with an idea of their value as adjuncts to the main business of the store, which is selling, as well as for their intrinsic beauty. Purely ornamental fixtures which attract attention to themselves but do not give the needed light on the wares being sold are out of place in a store. The fixtures designed by the Valley Electrical Supply Company for the main floor are attractive in design, but at the same time especially fitted to give the maximum of illumination. They combine the direct with the indirect system of lighting, giving a particularly even and well distributed light. The inconvenience in cleaning which is experienced by so many department stores is entirely done away with by having all main ceiling units suspended on cable hoists.

Special lighting facilities have been designed to meet the conditions in the smaller sales rooms, as well as in the fitting rooms and service shops connected with the main establishment. Fitting rooms are



The indirect lighting in the fitting rooms is furnished by 300-watt reflectors which are placed over the mirror frames. Lamps automatically light with the closing of the door.

especially designed with a system of indirect lighting installed over the mirror frame, which automatically lights up with the closing of the door. Illumination of the basement is accomplished by indirect cove lighting, set in troughs around the columns supporting the ceiling. Supplementing this primary system is an auxiliary equipment of direct lighting used to increase the intensity of the illumination on days of special sales.

Emergency Lighting System Provided

A master switchboard is located at the foot of the basement stairway, which gives a central control of the various lighting effects throughout the store. In case the main a.c. lighting service should by any pos-

sibility fail, an emergency d.c. lighting circuit operated from a small motor generator set in the basement is arranged with lights at the most important points throughout the store to tide over the emergency.

One of the unusual features of the store lighting which has attracted much interest is the provision for fashion shows and other feature events made by the installation of a standard motion picture projection booth over one of the entrances to the main sales floor. A screen can be lowered from the mezzanine floor and motion pictures of the latest styles from New York and Paris for a part of such an exhibit. Spot lights are also installed here to illuminate the models.

In addition to the lighting features, the store has much that is of interest in its electric wiring and equipment. An example of the up-to-date nature of the facilities provided is to be found in the hair dressing and beauty parlors on the second floor. Each of the many private booths is equipped with from five to eight convenience outlets for hair driers, vibrators and other equipment. Hot water is furnished by an electric heater—in fact every possible item of beauty and convenience has been cared for through electrical means.

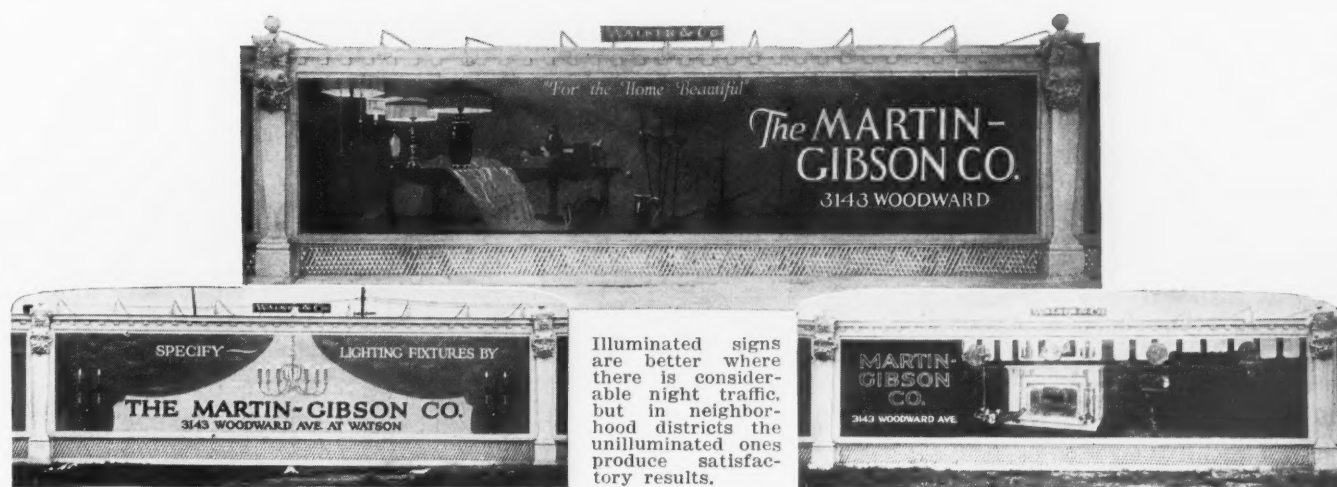
Electric ventilating and air cooling systems care for the hot weather period of the summer. A high frequency ozonator apparatus aids in keeping the air fresh. Electrically operated hand drying machines are located in all wash rooms. A 28-ft. high electric sign tops the roof of the eight story building occupied by the store.

The electrical features of this store are credited with being the most complete and up-to-date to be found on the Pacific Coast. They represent the combined merchandising experience of the owner, with the electrical knowledge of the contractor, backed by the interest and advice of the power company. No such installation as this is sold on one sales effort. It represents the result of years of effective selling and educative work directed toward the doctrine of good lighting. This merchant was sold the idea of the value of good lighting—the result is the finest product which could be devised for him. His reward will come in the increased sales record of his store.



Special bowl-type luminaires supplement the indirect lighting in the basement at the time of sales when extra lighting effects are desired.

Adequate lighting promotes greater cleanliness, does away with much waste time and induces a more efficient and courteous attitude on the part of sales force.



Illuminated signs are better where there is considerable night traffic, but in neighborhood districts the unilluminated ones produce satisfactory results.

"By the Side of the Road"

Detroit Fixture Dealers Find Outdoor Signboard Advertising Has Stimulating Effect on Sales

BY D. G. BAIRD

ANSWERING the question, "Where and how shall I advertise?" two Detroit lighting fixtures dealers have replied, in effect: "Through the medium of pictures in colors on artistic outdoor bulletins, placed where they will give me a maximum circulation among the people I wish to reach (and a minimum circulation among the people I have no desire to reach),—every day and night in the year."

In other words, the C. J. Netting Company and the Martin-Gibson Company, both Detroit dealers in lighting fixtures and equipment, have found that not only does it pay to advertise, but it pays to merchandise one's advertising and have resorted to the outdoor painted bulletin as being the most desirable medium for their especial purposes.

Outdoor advertising is not new by any means. As a matter of fact, it is the oldest medium in use, but it is rather unusual for an electrical retailer to contract for expensive outdoor space such as these firms are using and they therefore were asked to explain just

why they did so. C. J. Netting, Jr., summarized the advantages of outdoor advertising from the fixtures dealer's standpoint, in answer to the following query:

"These outdoor bulletins cost you a considerable sum of money," we said to Mr. Netting, "and it is certain that you did not enter into such a contract without mighty good reasons; just why do you employ the outdoor medium?"

The Appeal of Pictures

"Because we are sold on picture advertising, particularly colored pictures," he replied, "because the painted bulletin best conveys such a message, and because by using this medium we can place our advertising right where we want it and nowhere else."

"Not many years ago, the outdoor

bulletin was in disfavor and newspapers in different cities were launching campaigns to suppress them on the ground that they were eyesores; today those very papers are using outdoor advertising themselves. The painted bulletins such as we use actually improve the landscape instead of disfiguring it. They are painted in several colors on sheet steel by artists of national and international reputation and they are mounted on deluxe columns, in a white frame, with ornamental figures and with wicker-work at the bottom to shut out the view behind them; they are beautiful!

"The painted bulletin is advertising in colored pictures. It doesn't provide for a great deal of copy, because those who are influenced by it are usually in rapid motion and they will see only what the eye may take

in at a glance. The picture, a slogan, perhaps a few words of copy, and the name and address of the advertiser are all we can put on a board without crowding. But that is sufficient. The people haven't time to read long, wordy



The message of this artistic and simple Netting sign can be got in a single glance. Since the passers-by are usually moving rapidly, an abundance of copy is out of

place, and detracts from the beauty of the sign.

Notice the wicker work trimming at the bottom.

advertisements these days; there's too much advertising for that. They don't have to read our bulletins, they see them at a single glance, perhaps just from the corner of the eye. Many who perhaps are unconscious of having seen them at all still will associate our store with lighting fixtures because of the subconscious impression made on their minds by that momentary flash of harmonious colors as they passed by in their motor cars or on a bus.

"One of the chief advantages of outdoor advertising, though, is that it has a minimum of waste circulation. I personally drove out and carefully chose each site so that our advertising would reach as many as possible of those whom we wish to reach, without considering others. We haven't a fortune to spend for advertising, as some big advertisers have. They can say, 'just give us so many panels for so long a time' and forget the matter. But we have to merchandise our advertising and make every dollar count for all it's worth.

"We are not interested in big circulation. We have no desire to reach the mass of the people who build inexpensive bungalows and small houses, so mass circulation doesn't mean anything to us. We advertise some in a local paper that has a circulation of 285,000. When we do, we pay for reaching every one of those 285,000, when only a very small percentage of them are prospective purchasers of our goods.

"As you say, these bulletins cost us a considerable sum of money, but when we pay for them, we are paying for reaching the contractors, builders, and home owners whom we wish to reach and not for reaching several



Here is one of the several impressive sales rooms at Netting's store. The beauty of the lighting fixtures in this case is brought out by the tiling and fireplace, two im-

portant items at this store. Undoubtedly, too, sales of these two latter items are helped by the presence of the artistic lighting fixtures.

times as many others whom we have no desire to reach."

All the Netting company's bulletins, of which there are four at present, are situated in sections where there is considerable building activity, or else in the exclusive residential sections.

Four Signboards Cost \$340 a Month

Netting began using outdoor bulletins about one year ago, when he took one expensive location. About six months ago three less expensive locations were added, these being in the less-congested districts of the city, but located where they give the advertiser a maximum of the circulation which he particularly desires. Two of the bulletins cost \$50 a month each, one costs \$40 a month, and one costs \$200 a month, making a total cost of \$340 a month for the four bulletins. The average circulation for each location is 40,165 a

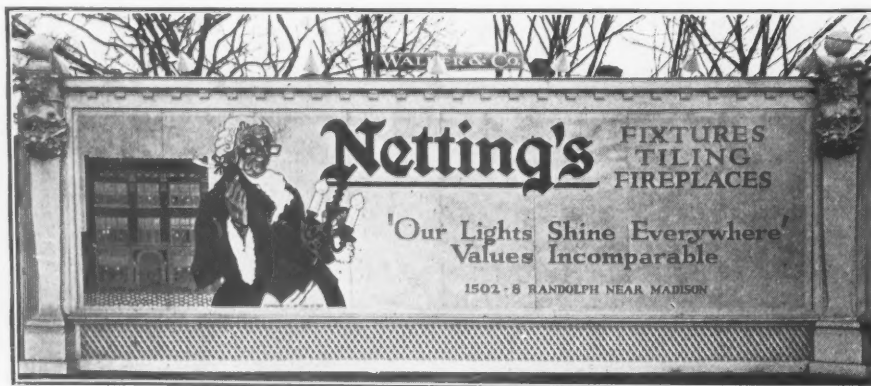
day, but, as Mr. Netting says, he is not so greatly interested in numbers of circulation. While this cost is not to be ignored, it is inconsiderable when compared with that of advertising in the newspaper that has a circulation of 285,000 of which Mr. Netting speaks.

The Martin-Gibson Company has only one bulletin, but this is of the highest type and is in an exceptional location. The cost is \$200 a month.

The cost of outdoor advertising is dependent on the kind and extent of the showing and on the circulation. In general there are four types of such advertising, the painted bulletin, the lithographed poster, the painted wall, and the road sign.

Painted bulletins are done in colors on sheet metal, handsomely framed. Common sizes are 11x30 feet and 11x50 feet. They may be lighted or unlighted, the lighted ones having five to eight high-power electric lights, with reflectors so arranged as to throw all the light on the scene and not to obstruct the view or to shine in the eyes of the passers-by, and with frosted globes mounted on the columns at each end of the panel. While the bulletins are permanent in character, the scenes are changed about every three months, for the sake of variety.

In Detroit the unlighted bulletins cost from \$25 to \$50 a month, while the lighted ones cost \$100 to \$250 a month, including at least three changes a year. The difference in cost between the lighted and unlighted boards is not due so much to the cost of lighting as to the fact



A dignified sign like the above can hardly be objected to by anyone. These signs are painted in several harmonious colors and mounted on a white frame with ornamental

ends or columns. Common sizes are eleven by thirty feet and eleven by fifty feet. The signs are changed every three months, for the sake of variety.

that the lighted ones usually are situated where the circulation is larger. In smaller cities or towns the cost of similar bulletins would be much less than in Detroit, ranging from as low as \$10 a month for unlighted ones and about twice as much for lighted panels.

Painted walls may be made almost as artistic and effective as the bulletins, provided the view is unobstructed.

Lithographed posters are used by those who wish to cover the entire city or who wish to promote a campaign of short duration. The advertiser has his own posters prepared and contracts for a "full-showing," "half-showing," or "quarter-showing," which means that his posters will be displayed on panels advantageously located at certain intervals throughout the city. In Detroit a full showing consists of 160 panels, 36 of which are illuminated, and costs \$2,200 a month. A half or quarter showing is in proportion. The advertiser also pays for lithographing the posters, which costs him from \$2 to \$6 each. Assuming

that the lithographing cost \$4 per poster, a Detroit advertiser using a quarter showing would then be spending \$710 a month for this publicity. Some saving may of course be effected on the cost of lithographing after the first cuts have been made. The cost in smaller cities would be less.

Road signs may take the form of mile posts, small panels, or even huge panels, painted in colors. The cost varies so greatly that no exact figures can be given. In many instances the dealer arranges to erect and maintain his own signs; in others, he contracts with some national agency for this service.

Results Are Gratifying

Both the Detroit fixture dealers who are using the bulletins report gratifying results. C. L. James, manager of the fixture department for the Martin-Gibson Company, mentions numerous cases of customers coming in and mentioning the fact that they had seen the "bill-board" up on Cass Avenue. Many others of course never mentioned

why they came in. He thinks the painted bulletin an excellent medium, but adds that nothing will take the place of personal solicitation. Mr. Netting insists that his campaign has not been on long enough to show definite results, in spite of the fact that he is "sold" on the medium.

The results of any kind of advertising are often hard to determine without making a careful investigation. No such analysis of Netting's or Martin-Gibson's results has been made, but others in Detroit have been made. Crowley, Milner & Company, a local department store, for example, found that 92 per cent of the people had seen and remembered its outdoor publicity. The Simons Sales Company, distributors of Willys-Overland motor cars, found from its own investigation that 26 per cent of those who had bought its cars had been influenced by outdoor advertising, 25 per cent by newspapers, 24 per cent by street car cards, and 25 per cent by national magazine advertising, although signs consumed only 9 per cent of its appropriation.



The real beauty of this artistic Old English and Tudor sales room at Netting's store in Detroit is in the fixtures themselves. This is the essence of good merchandising.

The settings serve to bring out fully the merits and the attractiveness of the goods themselves, thus they are as they should be, the salesman's "first aid." The homey

atmosphere of the place carries a subtle appeal that will go a long way toward putting the prospective customer in a buying mood.

If You "Notice the Lighting Equipment"

"Why You Should Buy Your Lighting Fixtures from Us"

The safest rule for successful selling is—"Remember the Customer's Viewpoint!" And in selling lighting fixtures, put yourself in your customer's place; say the things that would appeal to you, arrange your store in a way that would help you, if you were buying fixtures.

A good example of "remembering the customer's viewpoint" is found in the leaflet which the Lighting Fixture Shop of Canton, Ohio, sends out to its prospective customers, entitled, "Why You Should Buy Your Lighting Fixtures From Us."

"When you select the lighting fixtures for your new house," the leaflet reads, "three considerations will influence your decision.

"These are: (1) the assurance of adequate light in every room; (2) the appearance of the fixtures; (3) price.

"You should buy your lighting fixtures from us, first, because we thoroughly understand the science of artificial lighting. Our knowledge and experience enable us to offer authoritative advice regarding the type, number and position of the fixtures needed to illuminate any room; having in view the use to which the room is to be put, which involves a consideration of its size and shape, the height of the ceiling and the color of walls and woodwork.

"You should buy your lighting fixtures from us, secondly, because our

method of display will enable you to do it without fatigue, and with the certainty that you will not be disappointed in your choice when the fixtures are later installed in your home. Instead of displaying the fixtures all together, we maintain a complete home in which the various types of fixtures are shown in their proper environment. All living room fixtures are hung in the living room, all reception room fixtures in the reception room, and so on.

"And you should buy your lighting fixtures from us, third and last, because we can offer you designs of the very latest and most unusual types within any price limitation which you may set."

Trailer Outfit Demonstrates and Sells Farm Electric Plants

When the Miller Electric Shop, Corydon, Ind., needed a demonstration car for its farm electric plants, Mr. Miller decided that the more unique in design he made the outfit, the more attention it would attract. So he had a small trailer built on his car, and on the trailer he put a miniature farmhouse, and in the farmhouse he mounted a farm electric plant.

"One thing I like about the trailer idea," says Mr. Miller, "is that you can disconnect it when you wish and leave a temporary installation with your prospect for a day or two. I

do this very often, and find that it pays.

"When starting out to make a call, I usually take with me a sweeper, iron and, in the summer, a fan. After talking with my prospect sufficiently long to determine that the action would be profitable, I make a complete demonstration of the plant and accessories, rig up a temporary installation, disconnect the trailer, leave the iron, fan or sweeper for the prospect to use, and do not return for several days. After they've used electric light for a couple of days, to say nothing about the sweeper and iron, you may guess how easy it is to proceed with the sale."

First-Floor Salesroom Best for Lamps, Says H. I. Sackett

That the public will not willingly climb stairs to buy lamps, lampshades and other goods of that character, is the experience of the H. I. Sackett Electric Company, Fifteen Court Street, Buffalo, N. Y. This statement must, however, be qualified for the Sackett company, as a matter of fact, has done a big business in this branch of its business, but Mr. Sackett is convinced that he will do a much larger business with the lamp department on the ground floor. Therefore, the store room at Seventeen Court Street has been acquired, the partition will be taken out and the additional space combined with the present store where radio apparatus and supplies, fixtures, etc., are sold.

The upstairs space now occupied by the lamp department will be used for demonstrating electric ranges, washers, ironers, dishwashers and articles of a like nature. Mr. Sackett and his store manager, W. P. Haber, believe that the change will result in an increased business on all lines involved, as it is their theory that the shopping public can be induced to visit a second floor to see something that requires demonstration.

A Plan That Will Speed Up Lamp Sales

Wrap up in neat packages half dozen and dozen lots of lamps. Test out each lamp before wrapping and put up say a two- or three-day supply at a time. This work can be done during spare moments. Make

A "Cloaks and Suits" Idea for Handling Silk Shades



A clever idea is being used by the Electric Shop, Cincinnati, Ohio, for the handling of its stock of silk shades. These are neatly arranged in cases similar to those used in high grade stores for the display of coats and suits. The shades are thus thoroughly protected from dust, dirt and dampness,

preserving that freshness so essential to ready sale. The space above the cases is enclosed by handsome cabinet work, with sliding paneled doors, matching the cases in style and finish. The effect is elegant. Surplus stock is carried in this upper section.

Equipment" — You'll Notice Opportunities Everywhere to Make More Fixture Sales!

up packages in each of the most popular sizes and a few in assorted sizes. Stack them up on the counter with a placard reading something as follows:

Quick Service

Minutes are Money.

We have arranged to save you minutes. These ready wrapped packages of standard sizes of lamps have all been tested and we guarantee this fact.

Ask the clerk for a
Ready Wrapped Package

This wording is practically the same as that on the cards of a number of electrical dealers who are using with success this selling idea.

Rousing Interest Beforehand in a Window Demonstration

For a week before one of its recent lighting demonstrations, the City Light & Water Company of Amarillo, Texas, hung curtains over the windows, with cards reading, "This window is now dead, but watch it Saturday night at 7.30"; and "Be on hand Saturday night at 7.30 for the big show." All week people would stop and read the signs and then peek through the cracks to see what was going on.

Promptly at 7.30 Saturday evening, the curtains were taken down to a large crowd already gathered, and the performance started. The scene represented the living room in the average American home. At one end of the window was a large fireplace with artistic lanterns and flowers. At the other end was a library table and four lamps. On the table was a lamp display device and a frame for showing cards. As the demonstrator—a man—turned the cards in the frame, the curtains on the back wall were opened and a small room was seen with the correct fixture and lamps. At the same time the man turned on the corresponding lamp in the display device, thus featuring that particular lamp. The curtains were then drawn and the next scene prepared. Cards, lamps and fixtures were shown for the porch, hall, living room, dining room, bedroom, bath, kitchen, basement and garage.

The success of the window was proved by the fact that more than \$50 worth of lamps were sold after the first performance. The demonstration was made four times the opening night, and was repeated every afternoon between 3 and 6 o'clock for a week.

"Lamp-Shade Lady" Increases Fixture Sales

How the work of an expert lampshade maker increased the fixture sales of an Alabama electric company, is the story of Mrs. Annette Portis and the S. M. Bernheim Electric Company of Birmingham. In Mrs. Portis' capacity as shade-maker, she has added hundreds of patrons to the company's list of regular customers.

Mrs. Portis has her workshop just behind one of the show windows in the front of the store, where passers-by may see her at work with her brilliant-hued silks and wire frame. Here she fashions the lamp-shades, and often draws small gatherings of interested watchers.

Her instruction to customers includes advice as to just what lamp stands and shades will give the living room a restful air, or the reception hall a hospitable or stately appearance. She suggests what light will harmonize best with the draperies, and often goes out to visit the homes in order better to judge what lamps will suit the individuality of

the dwelling. The value of line she knows also, and many of her designs are her own.

"Mrs. Portis' services have proved invaluable to us," says Mr. Bernheim, in speaking of the lampshade department. "It is my belief, too, that a Mrs. Portis can be found in any town, if the electrical dealer is willing to look for her. Receipts on the books from her work will show any dealer that she is well worth finding, if he is fortunate enough to know where to seek her."

Lure Fixture Sales with a Style Show

"Why shouldn't lighting equipment dealers in the smaller cities put on a lighting equipment style show?" So says the Beardslee Chandelier Manufacturing Company, Chicago.

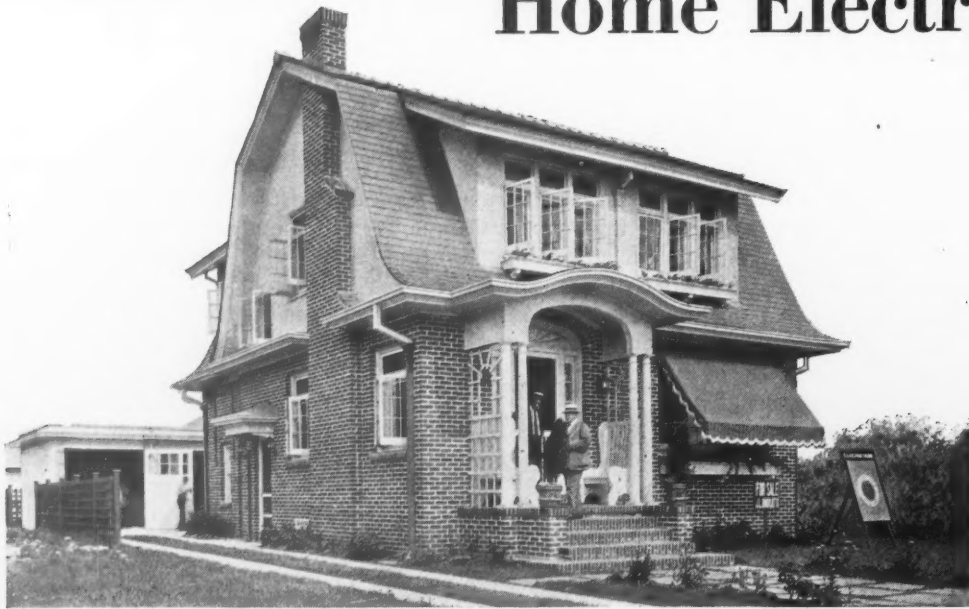
The plan as outlined by this firm, calls for the use of an auditorium having a stage where three scenes, living room, dining room and kitchen could be featured. The co-operation of decorator, drygoods, furniture and art stores with the electrical dealer, would provide the necessary settings. The electrical dealer would supply the portable lamps, chandeliers, brackets, and electrical appliances. With this would be demonstrations and talks by some good speakers on the right way of lighting a home. The plan includes the featuring of an appropriate skit or playlet that could be put on by a local dramatic club.



The "Lamp-Shade Lady" in the Bernheim electric shop is a familiar figure to hundreds of Birminghamites—fashioning her

lamp-shades, as she does, in her little shop directly behind one of the large display windows in the store.

Home Electric Campaign



New Orleans, La.



Long Beach, Cal.

CALIFORNIA'S many Home Electric exhibits owe their success primarily to the activity and fine cooperative spirit of local groups of electrical men, like the Long Beach Electric Club, for example—the members of which are shown at the left. These men—like the electrical groups of Sacramento, Fresno, San Diego and other California cities—know now what it means to get together and accomplish something. And their Home Electric campaign plans have only started!

New Orleans, La., is another city where the electrical home idea has recently been applied to educate thousands of home-lovers to the conveniences of electricity. The model house pictured above was opened in the fashionable Napoleon Avenue section through the co-operation of all local Electrical interests.



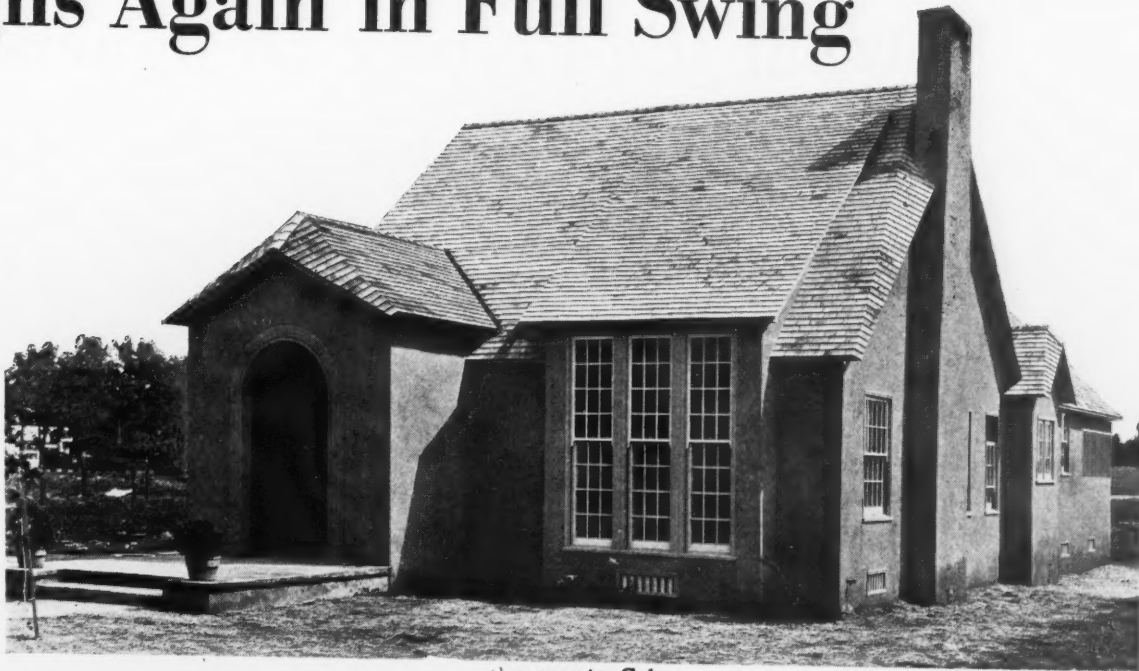
Long Beach, Cal.

Fresno

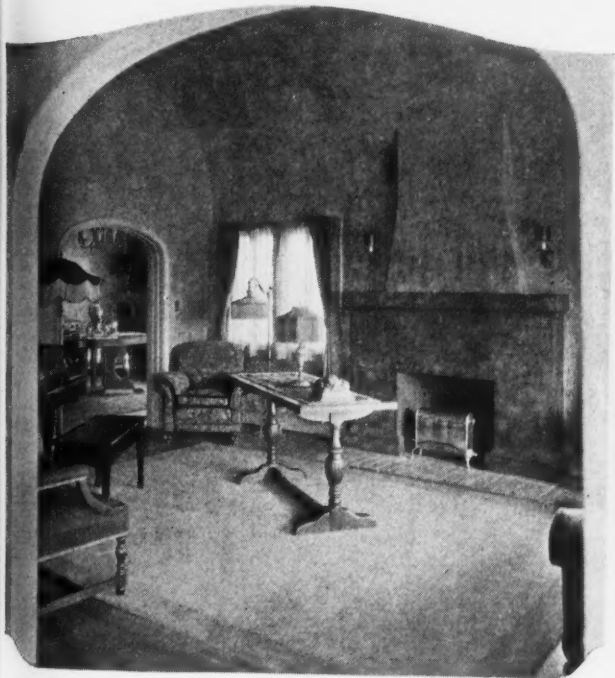


New Orleans, La.

mpaigns Again in Full Swing



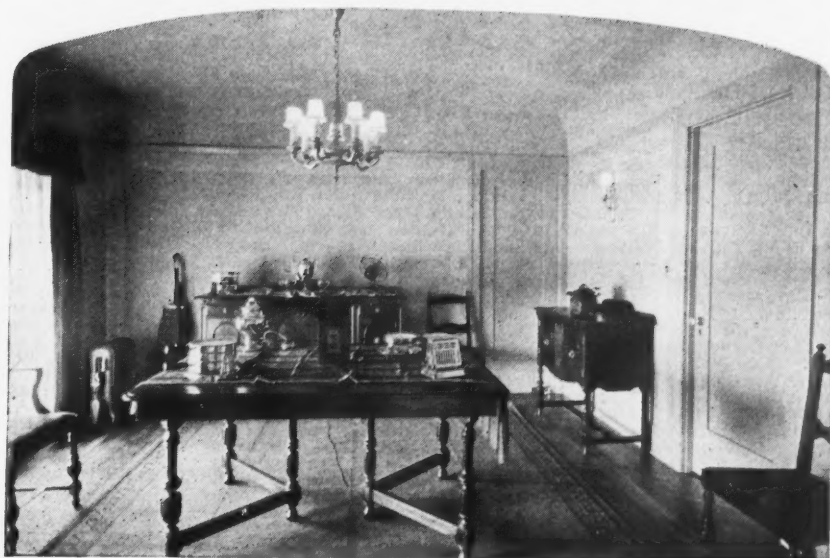
Sacramento, Cal.



Fresno, Cal.

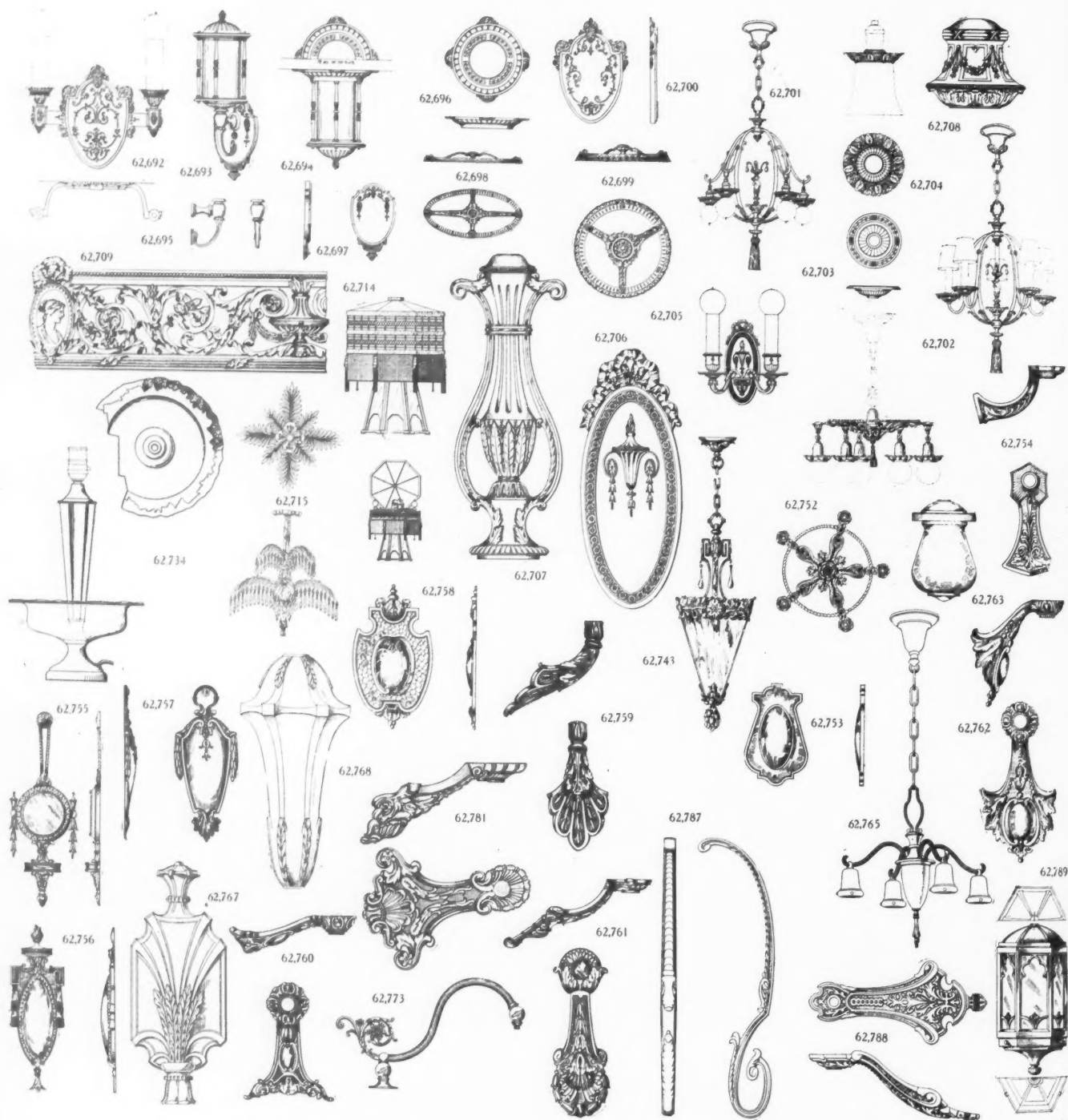


San Diego, Cal.



San Diego, Cal.

What the Fixture Designers Are Doing



Record of Fixture Patents

Compiled by Norman Macbeth

DESIGN PATENTS

The following are all the design patents pertaining to lighting materials issued by the U. S. Patent Office, from July 3, 1923, to July 31, 1923.

62,630. **Lighting Fixture Part.** Percy L. Anson, Brooklyn, N. Y. Filed Aug. 8, 1922. Issued July 10, 1923.

62,632. **Plate for Lighting Fixtures.** Hamilton L. Howell, New York, assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed Aug. 28, 1922. Issued July 10, 1923.

62,635, 62,636, 62,637, 62,638, 62,639. **Lighting Fixture Pan, Band, Body, Arm.** Norman Lipsky, New York, N. Y., assignor to Henry Hyman & Company, Inc., New York. Filed July 8, 1922. Issued July 10, 1923.

62,642, 62,643, 62,644, 62,645. **Lighting Fixture.** Roscoe C. Pleager, Cleveland, Ohio, assignor to Benjamin F. Klein, Cleveland, Ohio. Filed Aug. 14, 1922. Issued July 10, 1923. Term seven years.

62,646. **Arm for Lighting Fixtures.** Max F. Rosacker, Mount Penn, Pa. Filed Oct. 11, 1922. Issued July 10, 1923.

62,660. **Lighting Fixture.** Abraham Aarons, New York, N. Y. Filed Oct. 14, 1922. Issued July 17, 1923.

62,661. **Canopy for Lighting Fixture.** Abraham Aarons, New York, N. Y. Filed Oct. 14, 1922. Issued July 17, 1923.

62,662, 62,666. **Holder for Illuminating Glassware and Lighting Fixture.** Harry C. Adam, St. Louis, Mo. Filed Dec. 15, 1921. Issued July 17, 1923.

62,673. **Plate for Lighting Fixtures.** Glenn E. McFadden, Lakewood, Ohio. Filed Oct. 14, 1922. Issued July 17, 1923.

62,676. **Lamp Shade.** George L. Schley, Chicago, Ill. Filed Oct. 16, 1922. Issued July 17, 1923.

62,678. **Combined Lamp and Bookrack.** Albert S. Trask, Concord, N. H. Filed Sept. 8, 1922. Issued July 17, 1923.

62,681. **Plate for Lighting Fixtures.** Percy S. Warman, Roselle, N. J., assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed Feb. 24, 1922. Issued July 17, 1923.

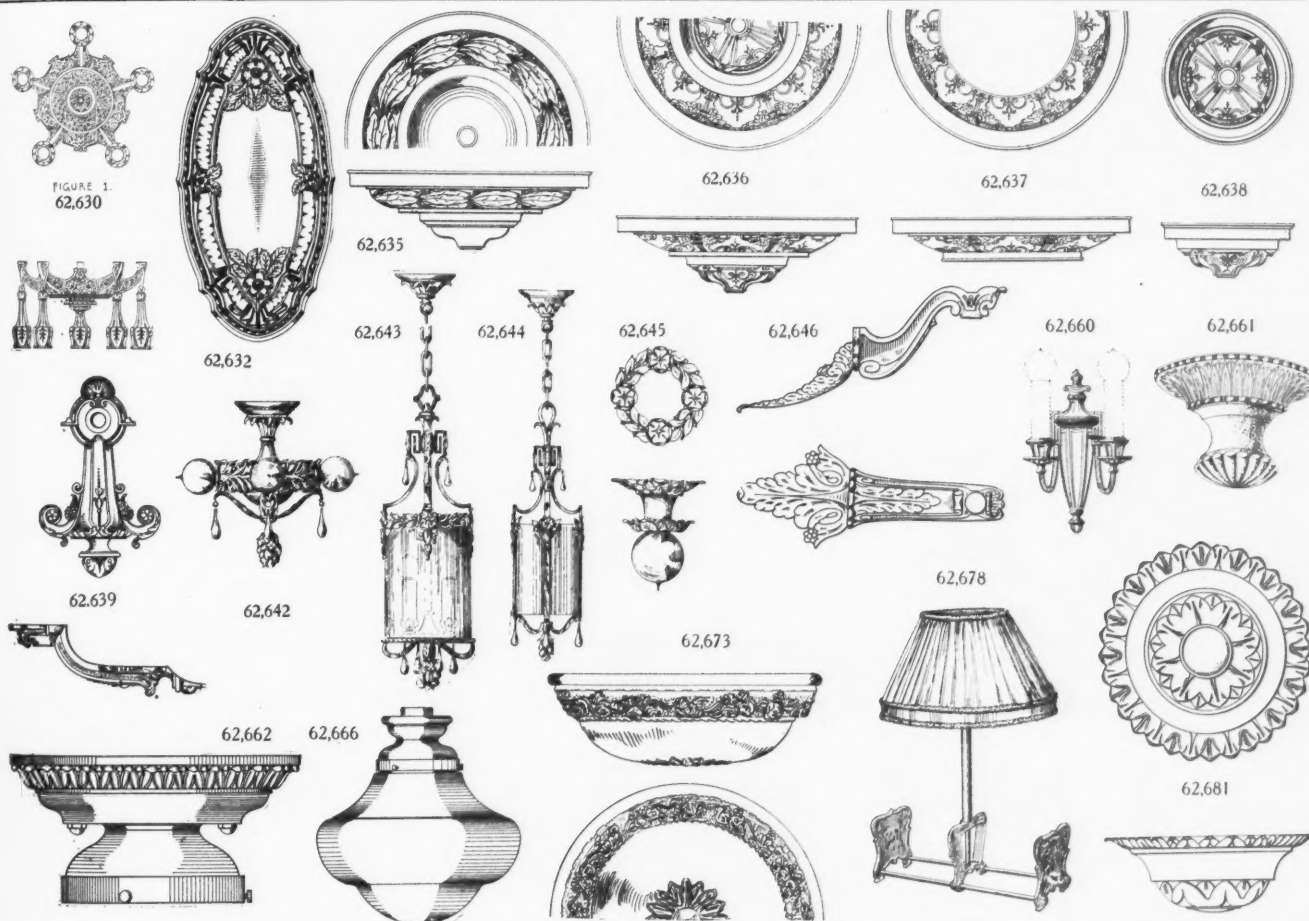
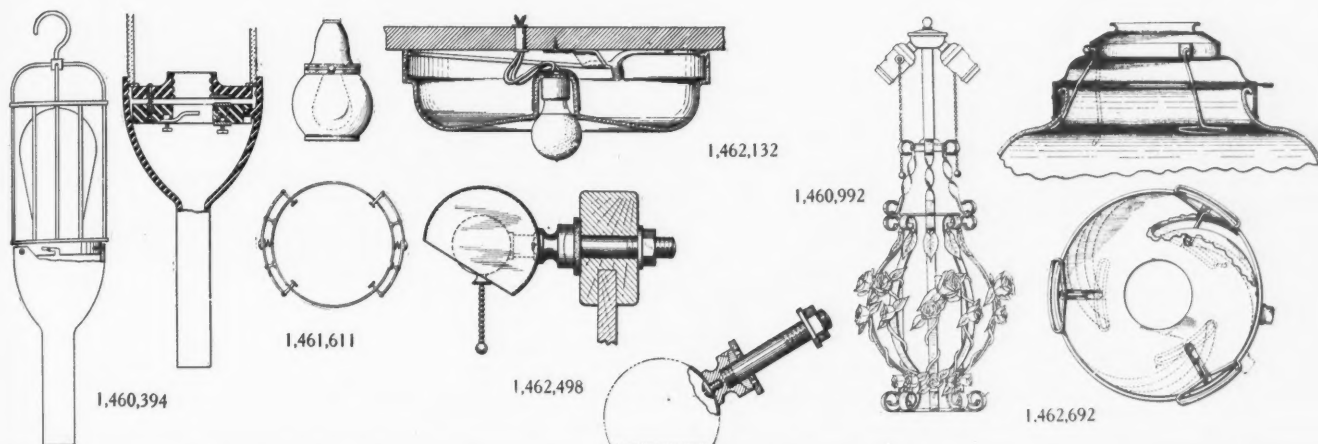
62,692, 62,693, 62,694, 62,695, 62,696, 62,697, 62,698, 62,699, 62,700. **Bracket, Bracket Lantern, Ceiling Lantern, Arm, Plate, Top for Shade, Bracket Plate for Lighting Fixtures.** Frank S. Crowell, Toledo, Ohio, assignor Edward N. Riddle Company, Toledo, Ohio. Filed June 23, 1922. Issued July 24, 1923.

62,701, 62,702, 62,703, 62,704. **Chandelier Plate and Husk for Lighting Fixtures.** Frank S. Crowell, Toledo, Ohio, assignor Edward N. Riddle Company, Toledo, Ohio. Filed June 23, 1922. Issued July 24, 1923.

62,705, 62,706, 62,707, 62,708, 62,709. **Electric Wall Bracket, Bracket Back, Body Part, Socket Cover, and Band for Lighting Fixtures.** Thure E. Dahl, New York, N. Y. Filed July 21, 1921. Issued July 24, 1923. Term three and one half years.

62,714. **Combined Lamp and Sound-Producing Device.** Walter Ernl and Arthur Lange, Jr., Milwaukee, Wis. Filed June 8, 1922. Issued July 24, 1923.

62,715. **Chandelier for Lighting Fixtures.** Fred Fleishauer, New Milford, N. J., assignor to New York Lighting Fixture Manu-



facturing Company, New York, N. Y. Filed July 20, 1922. Issued July 24, 1923.

62,734. Electric-Lamp Stand. Irving L. Kleinfeld Brooklyn, N. Y. Filed Aug. 31, 1922. Issued July 24, 1923.

62,743. Lighting Fixture. Roscoe C. Pfeager, Cleveland, Ohio, assignor to Benjamin F. Klein, Cleveland, Ohio. Filed Aug. 14, 1922. Issued July 24, 1923.

62,752. Lighting Fixture. Albert Ullman, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed July 13, 1922. Issued July 24, 1923.

62,753, 62,754, 62,755, 62,756, 62,757, 62,758, 62,759, 62,760, 62,761, 62,762, 62,763. Bracket Back, Arm, Bracket Back, and Body Shell Lighting Fixtures. Gustave E. Villaret New York, N. Y., assignor to J. H. White Manufacturing Co., Brooklyn, N. Y. Filed Nov. 2, 1922. Issued July 24, 1923.

62,765. Lighting Fixture. James Williamson, Chicago, Ill. Assignor to R. Williamson & Company, Chicago, Ill. Filed July 23, 1922. Issued July 24, 1923.

62,767. Wall Plate for Lighting Fixtures. George Ainsworth, Great Neck, N. Y., as-

signor to Beverly Lights Corporation, Providence, R. I. Filed Sept. 22, 1922. Issued July 31, 1923. Term fourteen years.

72,768. Body Shell for Lighting Fixtures. George Ainsworth, Great Neck, N. Y., assignor to Beverly Lights Corporation, Providence R. I. Filed Sept. 22, 1922. Issued July 31, 1923. Term fourteen years.

62,773. Arm for Lighting Fixture. William J. Grady, Decatur, Ill., assignor to Faries Manufacturing Company, Decatur, Ill. Filed Jan. 23, 1922. Issued July 31, 1923. Term seven years.

62,781. Arm for Lighting Fixtures. Henry M. Kofsky, Philadelphia, Pa. Filed Oct. 27, 1922. Issued July 31, 1923.

62,787. Lighting Fixture Suspension Strap. Abraham Miller, New York, N. Y. Filed Oct. 7, 1922. Issued July 31, 1923.

62,788. Lighting-Fixture Arm. Abraham Miller, New York, N. Y. Filed Oct. 7, 1923. Issued July 31, 1923.

62,789. Lighting Fixture. Paul Mohrmann, Chicago, Ill., assignor to Friedley Voshardt Company, Chicago, Ill. Filed Sept. 29, 1922. Issued July 31, 1923.

MECHANICAL PATENTS

1,460,394. Electric-Incandescent Lamp Holder. Edmund Francis Tweedy, Glenbrook, Conn. Filed Jan. 3, 1919. Issued July 3, 1923.

1,460,992. Ornamental Lamp Stand. Christian Vehling, Indianapolis, Ind. Filed Mar. 28, 1922. Issued July 3, 1923.

1,461,611. Globe Support for Electric Lights. John W. French, New Rochelle, N. Y. Filed Mar. 12, 1921. Issued July 10, 1923.

1,462,132. Electric Lighting Fixture. Harry W. Cordingley, Fredericksburg, Ohio, assignor to Daisy Cordingley, East Liverpool, Ohio. Filed Aug. 26, 1922. Issued July 17, 1923.

1,462,408. Lamp Fixture for Beds and the Like. Louis Roth, New York, N. Y., assignor to Charles F. Kinsman, New York, N. Y. Filed Feb. 23, 1921. Issued July 24, 1923.

1,462,692. Holder for Lighting Fixtures. Romulus A. L'Ecuier, Chicago, and Le Roy S. Marks, Oak Park, Ill. Filed Dec. 31, 1921. Issued July 24, 1923.



Out in Kansas electrically lighted billboards like this one are making farm lighting plant sales grow where none grew

before. The dealer furnishes the billboard and the advertisers. On the strength of this the farmer purchases a farm lighting

plant of the dealer and the income from the board pays for the plant within eighteen months to two years.

A Brand-New Method That Sells Farm-Lighting Plants

Salesman's Ingenuity in Erecting Electric-Lighted Signboards Along Traveled Country Roads Enables Farmers to Pay for Outfits Out of Collections from Signboard Advertisers

By THEODORE HYLAN

IT IS human nature to follow the path of least resistance and if there happens to be no path, to make one. And in sales work of all kinds human nature plays a mighty big and important part.

The farm-electric-plant business has been in a particularly unfortunate position during the past two years and to the credit of those knights of the road that go to make it up be it said and herein recorded that no more valiant and stubborn fight for business has ever been witnessed than that which has been waged by the farm-plant dealer during these trying years in agriculture.

Selling to the farmer has ever been a task to be shunned by the salesman who is on the lookout for "something soft." The man who tills the soil for a livelihood, who fights all the forces of Nature on one hand and then having won that battle turns around and on the other hand fights man made obstacles for a fair price for the things he has produced, knows full well the value of a dollar and knowing, fights to retain it rather than to give it in exchange for something a salesman wants him to buy.

Now then, when that "something" proves to be an electric farm plant which even in this enlightened day and age is still a novelty on the average farm, the sales job above referred to is not to be sniffed at. And then too, you know just how the farmer has been feeling during the past several years so that you can readily understand why the farm plant dealers have been looking around for ways and means to get their story across and their products on the farms. One of the most ingenious and interesting "ways and means" is known as the "billboard plan."

The "Reverse English" Plan of Selling

Fundamentally of course the idea behind this plan is to sell farm plants but you'd never know it, and that's why it's sometimes called the "reverse English plan."

It is a fact that any brilliantly lighted surface against a solid black background stands out many times more prominently than in a setting of similarly lighted surfaces.

For instance, take any standard electrically lighted billboard that

happens to be located in the downtown section of your town and unless it is a particularly attractive board it will not stand out from its neighbors. But take that board out into the country where it will be the only illuminated spot for miles around and it will stand out at night like a red nose at a D.A.R. meeting. Now then if you can put that board close to a well-traveled highway reasonably close to a center of population so that you can get the right kind of circulation—you have a wonderful advertising medium for somebody who needs that sort of thing.

Of course the only bug in this wonderful idea is that when you get the right locations you generally have a farm situated away from electric service, which makes electric lights out of the question. But right there the plot thickens, for our old friend the farm plant dealer steps in and says, "The answer is easy—I have it with my little farm plant."

But the farmer can't afford to buy a farm plant. "I know he can't," says the f.p.d. "I know blame well he can't. Hasn't he told me so no less than forty-nine times?" But the

man who advertises on the billboard certainly won't expect to get it for nothing, if he did he'd know it was no good, and the money he pays the farmer for the privilege of telling the world hereabouts of the wonders of "This and That" will enable the farmer to pay me for the plant I will sell him to light the board. What could be sweeter?" What could?

Selecting the Places for Signboards

The operation of the plan is as follows:

The dealer goes over his territory and makes a record of the farmers having the most advantageous places for the erection of boards. He then picks the most likely prospect of the bunch and solicits him for a straight sale. If he finds he is up against a hopeless proposition he sounds out the prospect to ascertain if he will be agreeable to the erection of an advertising bill board on his place. He then explains to said farmer the desirability from an advertising standpoint, of an electrically lighted billboard in a spot where things are mostly black at night, namely his farm, and that he (the dealer) feels that if it were possible to erect a billboard on this particular farm which this particular farmer would light from and with his electric farm plant it would be no trick at all to get a flock of advertisers ready to spend real money to tell the world about their stuff on that board. The farmer is interested.

The dealer explains further that the revenue from the advertising will be used by the dealer in payment for the farm plant. Presto—the farmer gets a perfectly good farm plant for practically nothing. The next step is to get the farmer to sign a paper giving the dealer the exclusive option to erect billboards on his farm which he agrees to light from a certain hour to a certain hour every night.

After the farmer signs the option the dealer then starts out after the prospective advertisers to whom he has to sell the brand new idea of electrically lighted country billboards. Sometimes the board is sold to just one advertiser but more frequently there are anywhere from two to six different advertisements on a board.

After the contracts are signed by the advertisers (the work of getting

them signed is far harder than writing or reading about it) the dealer goes back to the farmer and gets his signature on a regular order for a farm plant with a reasonable cash payment. In most cases the contract to light the boards is directly between the dealer and the farmer, and the dealer stands the cost of the erection and painting of the boards. The dealer in turn collects the advertising revenue and pays the farmer a monthly sum covering the rental and lighting of the board. This sum is at least equal to the monthly payment due the dealer by the farmer on the purchase price of the farm plant but is by varying margins than the total advertising revenue received by the dealer. The difference is used by the dealer to defray the construction cost of the board, depreciation, maintenance and painting—and sometimes there is a little left over for the dealer which, if he is wise, he socks away against the day when some advertiser gets cold feet or can't meet his bills and the board is not completely filled and there is a deficit between the advertising revenue and the amount the dealer owes the farmer.

Plan Involves Two Sales Instead of One

Well, that's the works and you've got to admit it looks pretty good—on paper. The farmer gets a perfectly good farm plant for practically nothing. The advertiser gets real honest-to-goodness publicity. The dealer sells a farm plant on which he makes a satisfactory profit and in turn makes a little something on the advertising. Where's the bug?

Well in the first place you have just doubled your general sales job. First, you have to sell the plant and the idea to the farmer. Second, you

have to sell the advertising to the advertiser or more frequently, the advertisers and it's a question as to which job is the harder. When the scheme was first tried it was felt that the real tough job would be to sell the advertiser. Practice disproved that. The hardest work of all was to sell the farmer.

The plan looked too good to him.

So good in fact that he was afraid of it—he thought it was a gold brick. Once the locations were tied up the merchants in the nearby towns were only too glad to paint their advertisements on the boards.

Finding Additional Prospects for Billboard Advertising

In one particular case a certain farmer who was approached would not listen to the proposition but his neighbor did and in due time a board was erected on his farm and a farm plant installed. In short order the first farmer called on the dealer and said he had changed his mind—he was ready to get a farm plant "the way Jim did." This is but an indication of the sort of skepticism and downright antagonism to new things expressed by so many farmers which has made selling to them one sweet job.

As indicated, the hardest job in introducing this plan in any given territory is to sell it to the first few farmers after which the hardest job is to get enough advertisers to fill the boards. In any country district the number of available advertisers for billboard propositions is strictly limited as is also these advertisers' advertising appropriations so that it doesn't take long to exhaust the local possibilities after which the plan comes to a dead stop. Attempts have been made to get national advertisers interested in using space on these boards but without success



This is the way a country billboard looks under the spell of the farmer's electric light plant. Farmer, dealer and advertiser all

profit from this advertising and selling idea. Good salesmanship is required to put it across but results justify the effort.

inasmuch as these much sought-after advertising revenue producers claim that this comes under the head of local publicity which they consider the function of their dealer organizations to cover. Many enterprising dealers are attempting to interest Chambers of Commerce in the more enterprising towns to spread the story of the wonders and benefits of Podunk and Squeedunk—"18,000 Population—Watch Us Grow"—throughout the countryside by means of the wholly novel and entirely satisfactory medium of the electrically lighted country billboard. The chief bug in this idea is that the finances of the average small-town Chamber

of Commerce is in direct inverse proportion to its enthusiasm.

Be it said in defense of the billboard idea from an advertising standpoint that it is decidedly effective—not only theoretically but actually. Many advertisers using these boards have voluntarily told the dealers responsible for their erection that they have had many people tell them how effectively their advertisements stand out at night and, too, in some cases increased business has been attributed to this advertising. It is a fact that every advertiser has been satisfied with the boards he has used and continues to use them up to the limits of

his yearly advertising appropriation.

The billboard plan as a means of selling farm plants in a tough market is a success albeit a limited one. It must be remembered that the selling job is increased instead of eased and it is a question which is harder selling farm plants alone or soliciting advertising and selling plants—ask the bird who does it. Further, the advertising possibilities in any given country section are limited—after they are covered, you're through.

However—the billboard plan will sell some farm plants in any dealer's territory and any plan that will do that is worth trying.

Appliance "Service Station" Proves Source of Merchandising Ideas

Salt Lake City Experiment Shows Value of Well-Located Store As Assistance in Completing Special Sales and As Model to Spread Good Merchandising Ideas

THE service station as a function of the manufacturer has been a recent development in the chain of merchandising. National advertising and the furnishing of sales helps have always been part of the manufacturer's service, and more recently repair stations located in the larger centers of trade have supplemented this more general function. These were usually located in some loft in an out of the way section of town and although rendering a valuable contribution in time saving and convenience, added but little to the solution of the broader problems of local merchandising.

B. E. Rowley, head of the Edison Electric Appliance Company's business in the Salt Lake district, conceived a different idea of what such a repair station might mean. He induced his company to establish quarters on one of the main streets of Salt Lake, in a ground floor store location—and here he opened up a model electrical shop. No retail selling is done over the counters, but in all other particulars the place gives the appearance of a most attractive local dealer's store. The office is located in the rear on the mezzanine floor, and the store room for equipment and repair parts occupies the basement space.

Here the manufacturer not only reaches the public, supplementing the impersonal newspaper and magazine advertising campaign with the more direct appeal of good window displays and stock on display for inspection, but he is enabled to render a very real help to the dealer by showing him what an attractive and well laid out store can be.

Portable Stage Setting for Show Windows

Mr. Rowley has introduced many ideas of good sales methods which have been passed on to dealers throughout this territory and have undoubtedly done much to raise the standards of store arrangement and window displays. One of these suggestions is the use of a portable stage setting which can be used to wall off the window space for a special room display when that is desired. These walls can be repapered without great expense and thus form an effective background for kitchen, parlor or bathroom as desired. Or, when the light from the front window is desired for the back of the store, or it is felt best to give a glimpse of the interior, they can be removed and the display room and window given an entirely new aspect. This arrangement can moreover be

transported from place to place and readily forms the background to a display at the county fair or at local electrical shows.

For the floor of this window, linoleum has proved both attractive and economical. It is readily kept clean and provides an appropriate background for either a kitchen floor or, with rugs, for a sitting room. This, too, can be in the form of a rug which is readily transported along with the walls to form the basis for a complete exhibit wherever desired.

Back of the window space in the store is an attractive sitting room with a soft rug underfoot and wicker furniture, including writing desk and conveniences for customers who may desire to sit here and finish up the business they are transacting. This is flanked by a well lighted, all glass counter case containing some of the smaller appliances—and by a wall case of special design.

Wall Cases That Focus the Attention

Most wall cases, however well lighted and attractive, present the difficulty of presenting a confusion of objects with no one focus. It is a psychological fact that the eye tends to follow lines—and with objects arranged in rows as they must be on a



The staggered shelves in the specially designed wall case cause the eye to focus on some one object instead of following along the line of a shelf. Note how com-

pletely changed is the aspect of the store when the portable walls of the window display are removed. This arrangement permits the background to be used at local exhibits.

shelf, the attention wanders from one to the other and finds no particular place to rest. Mr. Rowley has recognized this fact and has designed his wall case with staggered shelves, so that each appliance is on a different level. It is impossible to look at this arrangement without concentrating on some one object. Instead of becoming just one in a long procession of similar appliances, the coffee pot or tea service becomes a featured thing, almost as though it were set alone on the counter before the customer.

In the rear of the store is kept a sample of each of the larger type equipment. These are plainly la-

belled, as to the size and the purpose of each, so that the visitor knows that it is a bake oven, or a griddle or a hotel type range at which he or she is looking and carries away an idea of the variety of equipment available. It also becomes possible for the dealer who brings in a customer to explain the equipment without asking for further information from the manufacturer.

Repairs Handled in Basement

In the basement is a counter for handling repair orders and behind that tiers of bins in which the repair parts and smaller equipment is carried. This is not the storehouse for

handling the wholesale business of the company in this district but does take care of local demands of the trade to meet occasional emergencies. This arrangement, too, is carefully designed to give the retail merchant an idea of how a complete stock may be carried with the greatest convenience in a small space.

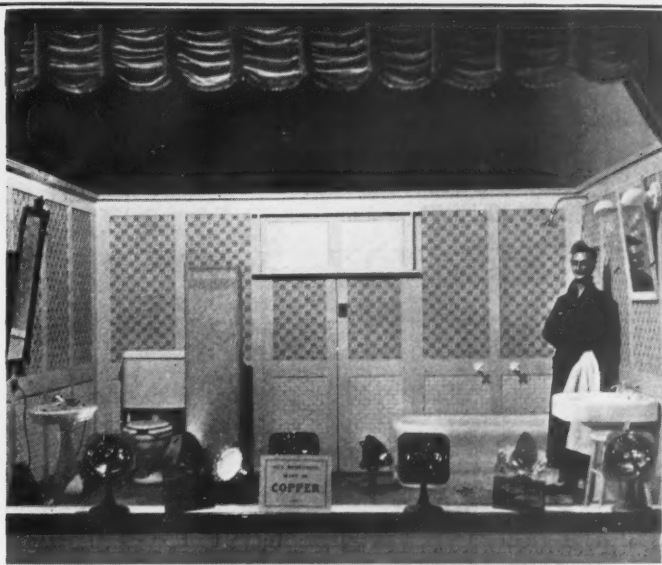
Of course, the primary function of this establishment is to supplement the merchandising service of the dealer, providing a place where jobber or dealer alike may bring in customers and find a complete stock for demonstration.

In conjunction with this personal service which means so much in stimulating local business, the service station has taken the lead in furthering several local movements for special campaigns on various appliances—and also in pushing the convenience outlet idea. Some time ago the Boy Scouts were called in for a house to house canvas on electric irons. This was organized and conducted by the Service Station, although all the retail end of the business went through the hands of the dealers.

Very careful record has been kept of all expenses, as well as of the returns. There is no question that from the standpoint of good will the experiment has succeeded—but, what is more important from the standpoint of continuing the policy as a permanent contribution of the manufacturer to the circle of merchandising, it is also a financial success, the returns from this district showing ample justification of the policy from a business standpoint.



A complete stock of repair equipment in the basement not only renders a prompt service possible but furnishes an idea to the local dealer of how small equipment may be stored. The stock is only for local demands.



Portable walls like a stage setting transform the window at will into kitchen, parlor or bath. It is surprising what varied effects can be obtained by repapering the walls and varying the hangings and wall coverings.

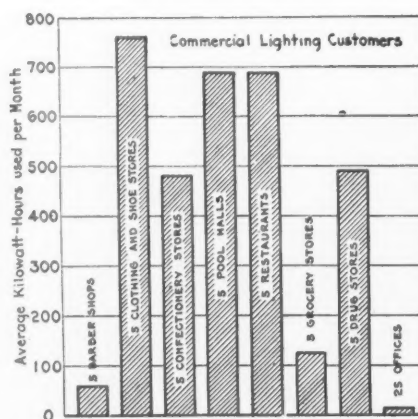
To Survey the Homes of Every City

(Continued from page 3582)

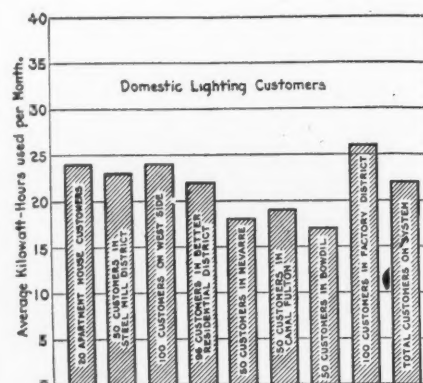
the use of electric household devices. Again, it is emphasized the "convenience outlet campaign" has already given excellent results among builders of the better-class, but there is still room for improvement among the owners and designers of medium-grade residence buildings.

From the various statistics at hand, certain conclusions as to the marketing of electrical devices seem fairly reliable. First, the development of the apartment-hotel or its equivalent, in no way lessens the demand for electric household devices, but merely tends to diversify it. The dealer preparing to cater to this sort of trade must offer an assortment of all those smaller devices that go to make for ease and comfort and which tend to reduce to a minimum the disadvantage of living in small quarters. Thus there will be a demand for toasters, percolators, grill-stoves, fans, toilet articles, and also for electric flat-irons. With the larger household appliances, such as washing-machines, vacuum cleaners, dish-washers and so forth these will be called for less frequently and then sometimes by the management of the apartment houses, in developing the service features of their buildings.

Among people of the more modest home-keeping sort, there will be a still greater demand, proportionately, for electric household equipment but it will be more restricted. The "best-



Who are the best users of electricity among the business men and residents of the average middle-sized community. These fig-



ures from the Massillon, Ohio, survey, present some interesting comparisons which will be significant to every electrical man.

seller" will be the electric flat-iron and following this, the vacuum cleaner; washing-machines will vie with sewing machines for the third place on the list. While these elements of electric household equipment have evidently won their way in the management of the modest home, still it seems evident that much remains to be done undoubtedly along deferred payment lines. An entering wedge has already been made for the small electric cooking devices, toilet articles and fans, so that further selling effort in this direction would undoubtedly be fruitful.

Illuminating Glassware Guild Surveys National Market

The Illuminating Glassware Guild has recently completed a very exhaustive survey of the American market for residential lighting glassware. That survey reveals an un-

paralleled opportunity for the entire glass industry. Here is a glimpse of its scope:

The National Market

Wired homes in the United States, 9,676,330.

Total number of sockets, 181,874,000.

One half of these sockets need glass, 90,937,000.

Estimated number of homes to be wired by the end of 1923, 1,231,000.

Additional sockets to be shaded by glass, 27,082,000.

Total potential market for residential lighting glassware, end of 1923, 118,196,000.

These figures are perhaps too big to realize. They will be clearer if one thinks of the opportunity in terms of a typical American town. Take Jasper, Ind., for example:

The Local Market

Population of Jasper, Ind.... 2,359

Number of electrical dealers in Jasper..... 2

Number of homes..... 564

Number of wired homes..... 500

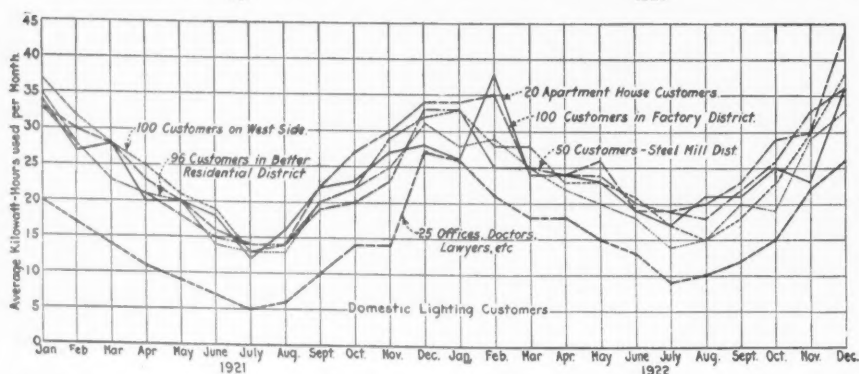
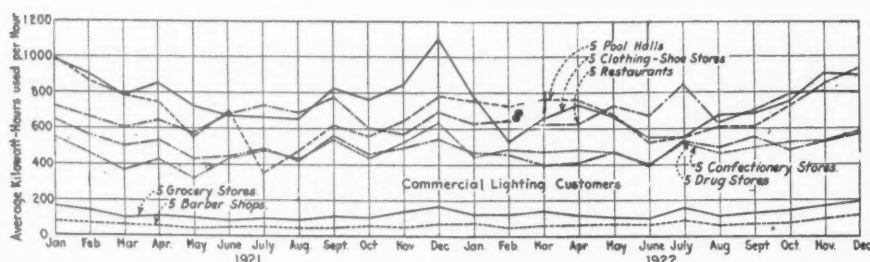
Number of sockets..... 11,000

Number of sockets requiring glass shades, 5,500.

Possible sales of residential lighting glassware per dealer, not counting homes wired in 1923, 2,750.

Yet, although Jasper is a town alive to every use of electricity, the residential lighting glassware sold last year was—and this is typical of the entire country—only a *tiny fraction* of the amount that might have been sold.

To show the individual dealer his sales opportunity in his own home town, an interesting method of using a "multiplier" of eleven has been devised by the Guild, whose members are makers of lighting glassware.



The seasonal variation of customers' electricity consumption with the months of the year, as revealed by records from the lines

of the Massillon, Ohio, central-station company. These graphs cover both business houses and private homes of various classes.

To find the size of your market, explains the Guild:

First—estimate, or count the number of wired homes in the community you serve. Then—multiply by eleven.

The result represents the possible sales of glass shades in your community in the next twelve months.

Results of Survey at Massillon, Ohio

A very interesting survey of commercial and domestic lighting customers was recently made in the town of Massillon, Ohio, under the direction of A. H. Heitzler, general superintendent, and S. R. Finley, electrical engineer, respectively, of the Ohio Public Service Company, whose report of the survey was awarded the 1923 Harriet Billings prize. For the survey, there were taken:

100 customers in the district south of Main Street embracing the southeast corner of Massillon, Ohio, and including a factory and shop district where the working classes live.

100 customers in the northeast section of the city, which is classed as the better residential district.

100 customers on the west side, a residential and business district of a general character.

50 customers in West Park and Columbia Heights, which embraces the steel mill residential district.

20 apartment house customers in different parts of town.

25 offices including doctors, lawyers and others.

5 barbers shops.
5 clothing and shoe stores.
5 confectionery stores.
5 pool halls.
5 restaurants.
5 drug stores.
5 grocery stores.

In addition to the above classes of customers taken in Massillon, there were added

50 customers in Navarre.
50 customers in Canal Fulton.
50 customers in Bowdill, Greenville and Brookfield.

all being small communities served by the same system.

The consumption and monthly bills on each one of these classes was taken month by month for the two-year period and then totaled and averaged, the results being plotted as shown on the accompanying graphs.

It is surprising to note that the average of the twenty apartment house customers shows a monthly consumption of 24 kw.-hr., as against the 22 kw.-hr. taken in the better residential district, indicating that the apartment-house customer is above the average in the use of lighting.

In an analysis of the smaller communities it was found that the average consumption per month in the three communities taken was about

18 kw.-hr. These customers again present an opportunity for further merchandising of electric appliances in order to increase their sales.

Find Your Mental Complex

BY L. KAY

Ever hear of the "association tests" the psychologists and criminologists pull off, now and then, to solve a baffling mystery?

They carefully concoct a series of selected words, and shoot the list out at you, the victim, telling you to speak the first word that enters your head after each word on the list is pronounced. The word that you give is then noted down, and this list of "related words" is later studied and analyzed as throwing light upon your character.

For example, if to a harmless word like "dog," you shoot out the word "stick," isn't it reasonable to conclude that your neighbors know you as a blood-thirsty dog-beater? And, if the same word brings "wife" as your gloomy response, can't one conclude that a certain person's

fondness for lapdogs is a source of discord in a certain home?

Anyway, someone has now had the bright idea of making a list of words for the electrical merchandiser to use on himself. It's especially designed to show him his grade as a merchant, and the weak spots in his merchandising methods. Does his mental complex show a correct reaction to such words as "stock-taking" or "margins"? Does it show a positive or negative reaction to such words as "estimates" or "service"?

According to our enthusiastic contributor, the list is guaranteed to work—that is, to throw light upon your character as a merchant—though whether a blue or a red light, he doesn't say. In the second column are the answers he received from one electrical dealer—Dealer A— which, he thinks, indicates a decidedly negative reaction. In the third column are the approved answers of a successful dealer. Don't therefore, read the second and third columns before trying the list on yourself:

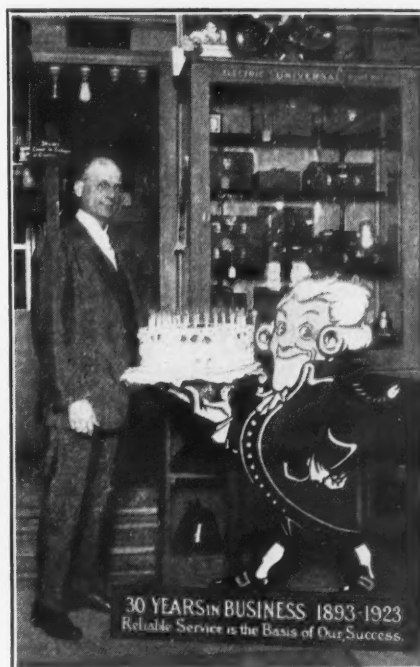
	DEALER A	DEALER B
Service	Trouble	Sales
Estimates	Competitor	Customer
Convenience		
outlets	Expense	Labor-saving
Counter	Cash-box	Display
Showcases	Dark	Bright
Window display	Dust	Crowds
Stock room	Rubbish	Packages
Accounts	Nuisance	Neat
Salesmanship	Closed door	Door knobs
"Dealer Helps"	Waste basket	Silent
		salesmen
Bank	Cage	Help
Customer	Stubborn	Convince
Time payments	Collections	Profits
Success	?	Coming!

A Picture of 100,000 Kilowatt Hours

In this issue, a remarkable photograph taken with a two-hour exposure from the summit of Mount Wilson, overlooking some forty cities and towns in the neighborhood of Los Angeles, Cal., is reproduced in the *Pictorial Section*, with other night views of principal cities.

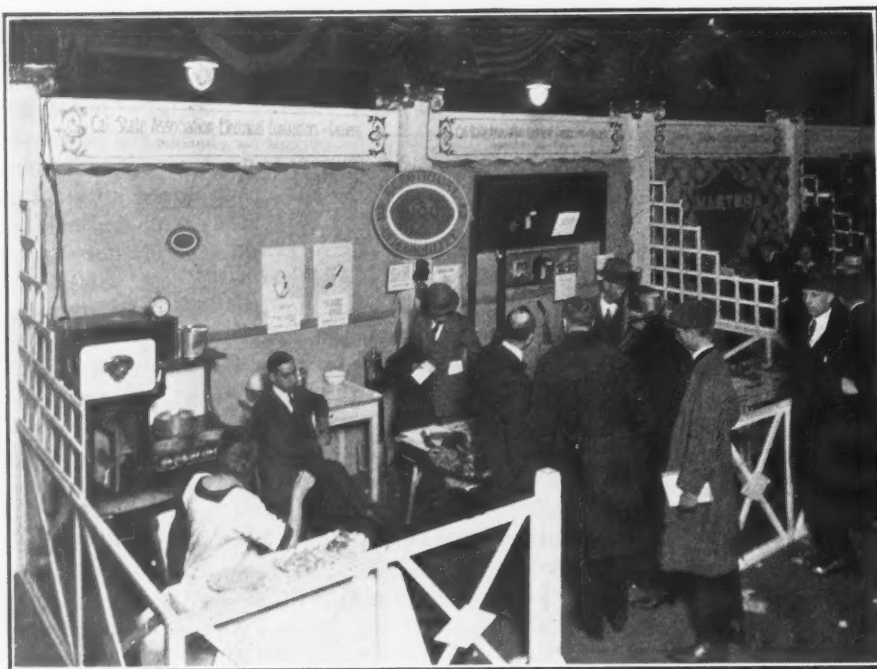
The view comprises a forty-mile triangle, wherein live some 1,200,000 people. A rough calculation places their hourly consumption of electricity at 50,000 kw. at this time of the evening, or 100,000 kw.-hrs. while the camera recorded this view. The photograph is the result of months of patient waiting for the proper conditions of clouded sky and clear atmosphere. It was taken by Jos. O. Hickox of Mt. Wilson observatory.

Thirty Years in the Electrical Business and Going Strong



Introducing C. C. Bohn, president of the C. C. Bohn Electric Company, 820 Sixth Ave., New York City. That appetizing-looking cake with its thirty electric candles being presented by the smiling "Father Knickerbocker" was the centre of a handsome anniversary display. Mr. Bohn is one of the pioneer electrical merchants of New York City. His business occupies a handsomely equipped, well located store that serves a wide territory. He has been prominent in the electrical development of the city and a liberal share of the wiring and installation work in the famous "Great White Way" can be credited to him.

"How to do it" and "how not to do it" was the lesson learned by the hundreds of visitors to the California State Association of Electrical Contractors and Dealers' booth at the San Francisco Radio Show. "Electrical Dependability" to them came to mean more than a mere phrase.



Responsibility of Local Contractors' Association for Informing the Public

California Electrical Constructionists and Dealers Utilize Local Standing of Their Organization to Create Standard of Workmanship Through Trademark

THE dangers of irresponsible service have been recognized by every industry and profession. The quack doctor, the shyster lawyer and the incompetent electrical contractor, all three represent the same type of problem in their respective circles. The question in all these fields is "How shall the public be educated so that they will know the signs by which they can judge the legitimate from the inferior?"

In the case of the electrical industry the question has received many answers, none of them wholly adequate. General good will advertising carried on by local or national groups or individual concerns has been aimed at this education of the public to demand standard equipment and intelligent workmanship. The value of advertising has long been established in the field of merchandise. An objective behind a trademark has come to be recognized and whereas, of course, there is always the pressure of the inferior but lower priced competition, that is a matter which the force of advertising has learned how to meet.

The electrical constructionist with quality and service as a standard, however, has hitherto borne no distinguishing trademark. People as a whole are ignorant of the signs by which they should be able to judge and are likely to make their decisions upon the basis of price alone.

Trademarking Quality Service

Among the various solutions offered for the trademarking of this tangible but elusive factor of "quality service," the California Association of Electrical Contractors

and Dealers believes that there is a need which can be filled best by the local association. The very nature of the "product" which is being trademarked demands that the field be at least fairly comprehensively covered and that the organization awarding the right to the trademark be intimately familiar with the situation. They believe that there is an opportunity offered here for the member to capitalize on his position in his own community. In placing its help back of the constructionist who endeavors to work to standards, the local organization has the added advantage of the support from local men who are known and whose opinion is looked up to—and of being able constantly to maintain a propaganda for satisfaction-giving installations, in a way which is understandable by those in the local purchasing field.

In carrying out this idea, the California Association has selected an attractive trademark in blue and gold coloring which features the phrase "Electrical Dependability." This is used on all Association stationery, posters or literature, in



"Electrical Dependability" signs are furnished by the association for use where work on new buildings is being done. Notice the seal displayed on a member's car.

TELEPHONE DOUGLAS 2046 BUTTE ELEC. EQUIPMENT CO. TRADE MARK BEECO REGISTERED CONTRACTORS AND ENGINEERS MATERIALS AND SUPPLIES 230 FOLSOM STREET Telephone Douglas 2100	
	Victor Lemoge Electrical Construction 281-283 Mission Street San Francisco
	TO BROWNE-LANGLAIS ELECTRICAL CONSTRUCTION COMPANY, DR. 315 FIFTH STREET SAN FRANCISCO YOUR NO. _____ OUR NO. _____ VIA _____
	CALIFORNIA ELECTRICAL CONSTRUCTION COMPANY 657 Mission Street San Francisco, California. "The Mark of a Service (Contractor)"

Seals in the form of the trademark are furnished for the outside of letters, for packages, or to paste on the under side of appliances when sold.

fact in every avenue through which the association appears before the public. The members of the association have also been encouraged to use it in every possible way, on the theory that in this way the trademark will come to stand for membership in the Association and this fact of membership in turn will be helpful to the public in distinguishing those whose endeavor it is to please the customer.

Symbol Carries a Message

It is felt that the trade mark selected has particular value in that it is instantaneously recognizable and carries its own meaning with it. No one can fail to appreciate that "Electrical Dependability" is a mark which stands for those endeavoring to render a high standard of electric service—and with the proper advertising by the association and the general adoption of the slogan by the members, it is felt that the public will gladly accept it as an identification mark of the electrical constructionist. The thought is not to disparage in any way those who are outside the Association, but to make membership within that body a thing of such significant meaning that no really enterprising constructionist can afford not to take advantage of it.

The Association members have started in the introduction of this slogan by their own adoption of it and

etc., are stamped in this design; firm automobiles carry it in colors on the door, together with the firm name. A special window card for Christmas use with a holly border and the trademark design in red and green has been designed for the holidays.

At the time of the recent Radio and Electric Show given in San Francisco, the booth of the California State Association of Electrical Contractors and Dealers was one of the most effective in the exhibit. The trade mark was here prominently displayed and with it the idea was carried out of teaching to the public the lesson of quality wiring. Sample displays were worked up showing the right and the wrong way of various installations. These attracted a great deal of interest and carried the conviction to a public, which had attended the show for the purpose of acquiring information, that "Electrical Dependability" had a meaning to which it would be well for them to pay attention.

Denver League Uses Radio as an Educational Medium

Lectures on electrical subjects before school children and women's clubs have long played an important part in the campaign of educating the public which is the focus of so

much effort on the part of the electrical industry. The electrical interests of Denver have taken a new step in this work and are taking advantage of the wide interest in radio to use this as a medium for spreading the electrical idea.

The Denver Electrical Co-operative League has taken over the programs for Thursday afternoons from the principal broadcasting station of that district and has outlined a series of lectures which will cover all the major features in electrical applications of interest to the housewife. Some of the subjects covered in twenty minute talks in this way are:

1. The wiring of the home.
2. General electrical problems of the home.
3. Convenience outlets.
4. Heating appliances.
5. Electric laundering.
6. Small appliances.
7. Electric cleaning.
8. Home problems in illumination.

Some of these subjects are divided between two or more talks. The addresses are given by power company men, jobbers' or manufacturers' representatives who are specialists in their fields—or by members of the staff of the League. Besides the main talk, a program of music is furnished or other diversities which lighten the program—and ten minutes is allowed the Publicity Committee of the Rocky Mountain Division of the N.E.L.A. to speak in the interests of better public understanding of the power problem. The program concludes each time with a request that the listeners write in to the Electrical Co-operative League, particularly in the case of any special problems of an electrical nature in which they want assistance.

Letters have been received from all parts of Colorado, commending the program—and apparently some of the women's clubs in the outlying districts have arranged to hold their meetings on Thursday afternoons, using this program as the feature.

Nothing is easier than to prepare a program of this kind. The paper may be read—in fact, is better read—and there are excellent texts available on such subjects as home illumination which can readily be made the basis of an instructive address.

Besides the regular Thursday afternoon meetings, the Denver League had occasionally sponsored evening talks on general electrical subjects. These, of course, command a wider audience.

Should the Electragist Be a Retailer?

He Must Have a Full Realization of His Responsibilities to His Industry and to the Public, If He Would Succeed

By **WALTER H. MORTON***

Manager, Merchandising Department, Sanborn Electric Company, Indianapolis

SHOULD the electragist be a retailer? Personally I would answer emphatically in the affirmative.

I answer "yes" for many reasons. The sale of electrical merchandise requires, in most cases, an expert knowledge of the goods sold, and the electragist must, if he is an electragist, possess this knowledge. Many articles require attention and service after the sale and the purchaser looks to the seller for this service which can readily be given by the electragist.

The electragist, when he secures an order for an electrical installation, is certainly in the best position to sell the purchaser any additional supplies or appliances needed, and has the advantage of having an accurate knowledge of just what are the needs of the buyer.

In the same manner a sale of material or appliances puts the electragist in touch with his customer so that he can know of the possibility of selling additional equipment in the way of extensions or improvements and the retailing thus feeds the construction end of the business.

A long and somewhat careful study of the subject, both from my former work with the Association of Electragists and my active connection with the Sanborn Electric Company's business during the past two years, leads me to the conclusion that, with the exception of those located in some of the largest cities, the electragist who does not do a retailing business is losing an opportunity of increasing business, and further, that with the exception of those same cities, it is very doubtful that electrical retailing can be profitably carried on without the contracting end of the business as a feeder.

I should qualify the last statement by saying that in using the term "retailing" I refer to the entire line of supplies including large and small appliances. Stores selling

major appliances only can be operated profitably without a contracting department, but these are distinctly specialty stores and not electrical retailing stores in the broadest sense of the term.

These conditions convince me that the electragist as a class should be a retailer and leads up to the question, "Can the electragist be a successful retailer?"

Personally, I would again answer "Yes," but with the reservation that this part of the business must be taken up with a full realization of what it involves and what obligations rest on the retailer.

* * *

Separate Departments

Assuming that you are doing a contracting business and are retailing all kinds of electrical materials, including lamps and fixtures, you must, and I cannot make this must too emphatic, separate your accounting so that you know the conditions of each branch of the business.

A simple division and one that will give you accurate data without too much detail is to have four departments:

First. Construction—including all sales involving both labor and material, whether sold under contract or on a percentage basis.

Second. Incandescent Lamps.

Third. Lighting Fixtures.

Fourth. Merchandising—including all material sold without labor and not included in the other departments.

Lamps are sold under fixed conditions. They represent no investment for stock and consequently should be accounted for by themselves and bear a different portion of the expenses than other classes of stock.

Fixtures are usually handled in a separate show room. They do not have as rapid a turnover as the standard lines and are in a way a specialty proposition.

The sales of merchandise with and without labor naturally involve different methods of handling and are usually under the control of

different employees so that it is a distinct advantage to keep these sales separate on your cost records.

You will have no trouble in allotting the direct costs to the different departments and care should be used to make each individual sale carry all of the cost directly due to such sale.

Such expense items as the following can be readily charged directly to the department involved: Salary of superintendent or foreman, non-productive labor, advertising, salary of store clerks, commissions to salesmen and traveling expenses.

In allotting rent the account should include heat, light, power, cleaning and repairs and this be charged to the departments in proportion to the amount of space used by each.

Bookkeeping and cost accounting can be placed in a subdivision which might be called accounting expense and should include salary of bookkeepers and clerks, printing, stationery, expense of collections and the cost of space occupied. This account can be charged to the departments in proportion to the amount of business billed by each.

This leaves what is commonly known as general expense. Personally, I object to this term, as an account of this name seems to become a dumping place for items that are not readily assigned to some specific account. This account might well be called administrative expense and should include: salary of officers or owners, telephone, telegraph, postage, taxes, insurance, interest on borrowed money, dividends, bad debts, allowances and the cost of the space used by the administration department. The amount of this account can also be pro rated to the different departments on the basis of the amount of business billed.

Cannot Continue Handling Items That Earn No Profit

Everything that you handle should be considered separately and you cannot afford to handle items that, due to small discounts, slow turnover, service expense or other handicaps, do not show a profit, any more than you can afford to continue any departments that do not show a profit. This is the strong argument for a carefully subdivided accounting system, as, in the past, too many of us have been satisfied if there was a profit on the total business regardless of

*From an address by Mr. Morton at the convention of the Great Lakes Division, Association of Electragists, International, Hotel Sherman, Chicago, July 12, 1923.

whether some departments were operating at a loss.

If you are satisfied that any department cannot be made to pay, give it up and devote your time and thought to a part that does pay. If you take on a line of goods that you cannot make pay follow the example of the department store, close it out and forget it instead of letting it eat up your investment and store space in the hope of selling sometime at a profit.

* * *

A summing up of the question I have attempted to present leads to the following conclusions:

First, that the electragist should be a retailer of electrical materials of all kinds, both for his own advancement and for the general good of the industry in extending distribution.

Second, that the electragist can be a successful retailer if he enters the field with a full realization of his responsibilities to the industry and the public; if he devotes time and energy to the problems involved; if he uses care in avoiding the handling of materials from which he derives no profits, and if the electragists, as a body, work together to improve the conditions of both purchase and sale.

Stabilizing Business Methods through Credit Control

Means of preventing business difficulties among credit seekers and of stabilizing commercial practices were discussed before the Boston convention of the National Electrical Credit Association last month, in a

paper by E. W. Shepard, general credit manager Western Electric Company, Inc., New York. Proper accounting methods on the part of contractor-dealers, monthly analyses of business, uniform comparison sheets and conservative financing of construction work are, he held, essential. In the discussion it was brought out that a rapid turnover is the only justification of large profits and that closer co-operation is important between credit and sales departments, with adequate executive support in cases where a firm policy should be adopted in controlling sales to "variegated" risks. Too many "individualists" are engaged in retail trade, and many would be better off working for others.

Paul Hollister of the Barton, Durstain & Osborne Company, Boston, pointed out the opportunities before credit men in helping sales departments frame partial-payment terms. Volume and character of advertising are indices of activity on the part of business organizations, he said, and should receive scrutiny in credit analyses.

Radio's Effect on Credit Conditions

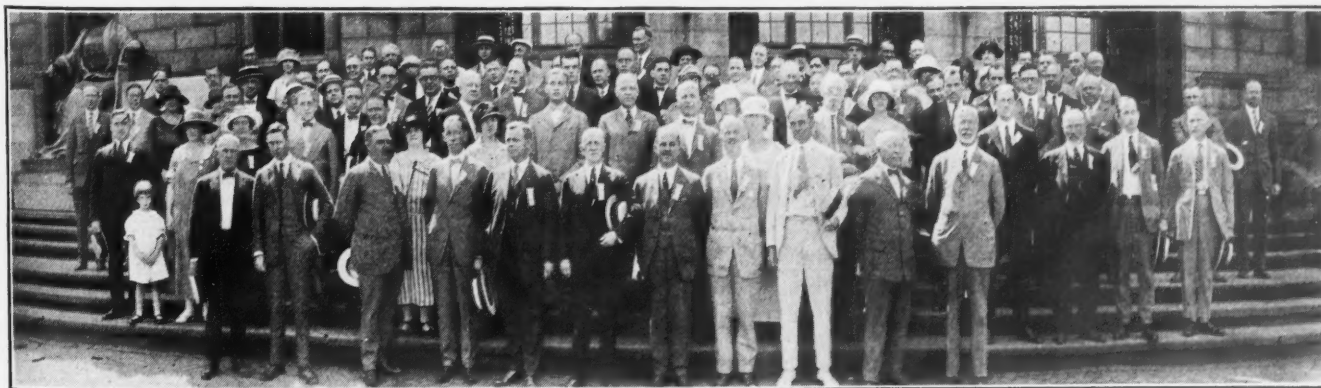
A. F. Hearl, treasurer American Electrical Supply Company, Chicago, contributed a paper upon "How New Lines of Merchandise, Such as Radio, Affect Credit." The author reviewed the credit difficulties resulting from the overinflation and pyramiding of radio equipment orders during the first rush of popularity of this class of apparatus and urged keeping a close control of credits on such business. The rapid

development of the art he thought in some measure responsible for sales and credit difficulties. In the discussion the sale of radio apparatus as a complete unit was strongly urged. The estimated undeveloped radio market in the United States contains business opportunities reaching \$50,000,000. The seasonable phases of the business should be made clear to retailers, sales falling off over 50 per cent in the summer. At least two statements of financial condition should be required per year, and particularly about July 1 as to stocks. Caution should be exercised in distributor sales after May, as this is the period when retail sales commence to slow up.

It was brought out that the Radio Corporation of America is considering plans for the sale of sets on a partial-payment basis. J. S. Thomas, Elliott-Lewis Company, Philadelphia, said that dealer sales on a plan involving the giving of notes by the customer have minimized losses on paper to less than over-the-counter losses.

The improvement of mercantile agency reports was reviewed by J. S. Thomas, Philadelphia, in an address emphasizing the need of complete, prompt and accurate reports. Careful analysis of such reports is vitally important, and historical data as to the credit seeker's experience, reputation, current condition of stocks and many other factors bearing upon credit, including uniform report forms, were cited as essential for consideration. It was generally agreed that too much credit information cannot be obtained in studying risks.

Electrical Credit Men Hold Silver Jubilee Convention



With President Clarence Kaerber in the chair, the twenty-fifth annual convention of the National Electrical Credit Association was held at Boston Aug. 9 and 10.

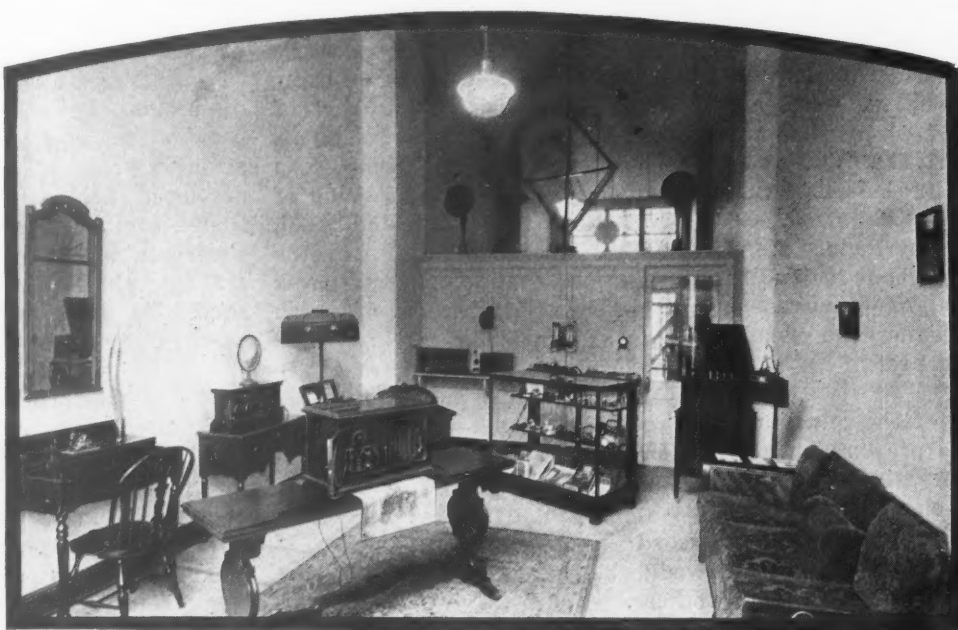
Healthy activity was reported in the geographic branches of the association by Almon Foster of Boston, F. A. Booth of

New York, B. P. George of Chicago and F. P. Vose on behalf of the Pacific Coast Association. A growing use of association inquiry forms was noted, and the value was emphasized of exchanging credit information through "moral risk clubs" or their equivalent, and of trying to train credit

seekers of comparative inexperience along sounder lines of business conduct.

E. W. Shepard was elected president for the ensuing year, and the convention closed with a memorial service for President Harding, conducted by Rev. Bradley Whitney, chaplain Massachusetts State Prison.

"The wide open spaces" as applied to a radio store. Here in the display room of the Radio Sales Company, Inc., Washington, D. C., only a few sets are in sight, and these can be demonstrated for the discriminating buyer, without confusing him with a maze of "hook-ups," cumbersome stock or miscellaneous parts.



The "Big Three" in Merchandising Radio

Advertising, Demonstrating and "Servicing", Are the Important Steps in Selling the Radio Idea and Radio Merchandise

By DAVID SARNOFF

Vice-President and General Manager, Radio Corporation of America

AFTER the radio dealer has solved the problems involved in establishing himself in the right store location, making proper credit arrangements, and stocking up the right kind of merchandise, he is faced with the task of *making sales*—sales that will reach a volume that will be *steady, and profitable to himself*. My subject deals from this point on.

Stripping the business of selling to its bare essentials, there are three general fundamental activities involved in the successful retail selling of radio. The first is *advertising*, which may require the use of newspapers, booklets, bulletins, circular letters, store signs, window-cards, etc. The second is *demonstrating*, which involves the use of a showroom, trained salesmen, window displays, local exhibits, etc. The third is "servicing" a function which if properly carried on will of itself create for the radio dealer as many new sales as each of the foregoing factors.

When a radio dealer is centering his main efforts back of complete sets, his selling problem assumes

much the same shape as that of any other sound industry. There is sufficient profit in the sales of complete sets to justify aggressive efforts in advertising and other promotional work. At once the dealer finds himself, not a pioneer in a "different" industry, about which new rules must be formulated, but the heir to all previous experience in the selling of other lines, such as phonographs, electrical appliances, and a host more. With this as his elected course, the dealer is therefore in a position to apply to his business the three fundamentals of successful radio retailing.

The Dealer's Advertising Problem

The radio dealer, whose business by its nature leaves him little or no time for close application to the subject of advertising, must know the fundamentals of this important modern force, if he is to realize the full fruits of retail activity and effort. Unhappily for many retailers, advertising often falls into the class of things to which little or no attention is given, because of the pressure of other work, seemingly more important. It requires but a casual survey

of this phase of the activities of large retail establishments, however, to convince any radio dealer, no matter how modest his enterprise may be, that consistent advertising is vital to increased sales and a firm steady growth. For merely having desirable merchandise is not enough. *The dealer must tell people that he has it.* Hundreds of stores have remained small because they did not advertise. Conversely, it is difficult to name a single large retail establishment that does not advertise regularly, and with careful planning.

But advertising has no monopoly of good will, of course. Fair treatment, sound business policies and courteous attention in the store contribute more than anything else toward this prized possession. What advertising can do is to bring these virtues of the store to the attention of larger numbers than the retailer could reach in any other way. In effect, advertising affords very nearly all the advantages of ideal store location, so seldom realized, because it draws the attention of many times the number of prospects who might know of the dealer only because they

had happened to pass near his store.

There is, too, a constantly growing reputation for honest dealing that goes with active advertising, for whatever a man may publish in the newspapers is, in actual fact, an iron-bound guarantee that he intends to deliver just what he says.

Advertising of merely an intermittent nature will not be sufficient to cover the needs of the retail store. The dealer who runs a comparatively large ad once or twice, and then sits back complacently with "There, I guess that will hold 'em for a while" is almost always doomed to disappointment. The newspaper reader looks for news from the shops daily, just as he or she looks for general news, and unless the radio dealer is represented on the printed page just as often as possible, he may be soon forgotten.

And just a word here about dealer tie-up with national popular advertising. The readiness with which a prospect will purchase a piece of radio apparatus is known as "consumer acceptance." This term was coined in general sales circles merely that the condition to which it applies might be named in as few words as possible. In this connection, it is only reasonable to expect that apparatus backed by national popular advertising will have a higher degree of consumer acceptance than other makes not so well known.

Demonstrating to the Prospect

To the man who has determined upon entering the radio retailing field, the most important thing, I believe, is the selection of a reliable line of complete-set merchandise, and next, is to learn all its adaptations and selling points so thoroughly that the dealer will be able to meet every possible question on the part of his prospects with an intelligent answer. Each salesman taken on should be drilled on these points before he is allowed to take his place behind the counter, or to make sales on the outside by the effective and commendable means of seeking out his prospects in their homes or offices.

In this connection, let it be said that, for the dealer who sells complete sets for the home, the salesman should be, above all, a salesman. There should be, of course, a man familiar with the technicalities of radio, to make installations and do service work. This man will also be useful in the store, should a prospect

insist upon some technical point with which the regular salesman may be unfamiliar. But even in this capacity he should be trained to do no more than answer completely the questions put him when he is called in, and then guide the conversation back into channels where the salesman can bridge the interruption and continue with his selling talk.

The biggest asset of a radio salesman—or of any other salesman, for that matter—is courtesy. Genuine, amiable courtesy should be instilled in every salesman as a qualification



David Sarnoff, vice-president and general manager of the Radio Corporation, whose rapid advance from a radio operator to his present position reads like an Alger novel. Over seven years ago he conceived the plan of equipping homes with a simple radio "music box."

of the same importance as knowing the selling points of the line.

The salesman should also be encouraged in the fine art of "sizing up" a prospect during the first few words of preliminary conversation that occur before the demonstration, in order that he may go straight to the particular type of radio receiver that best suits the taste and purse of his prospect, and then hammer home his selling talk on this one set. On the salesman's proficiency at this will depend many quick sales, because if the prospect is first shown something which does not fit his desires, he will inspect the entire line, and more often than not go away, confused, to consider his choice more carefully. Such indecision and delay is often the cause of business lost altogether.

The radio salesman who sells complete sets should realize that he is

working on a higher plane than the man who retails parts. The complete-set man's activities necessarily bring him into contact with people of means and refinement, and with ladies in their homes. For this reason he should make every effort to cultivate the use of correct speech. Ungrammatical speech is annoying, if not offending, to people of this character, and it need not be stressed that the salesman who cannot meet customers on a basis which, at least, requires a facility for the use of words, is at a tremendous disadvantage.

I have said before that courtesy is the prime requisite of a salesman. The kind of courtesy to which I refer is more than a bland civility; by courtesy I mean a deeply implanted desire to be of service which finds its best expression in the genuine friendliness shown the prospect. If a salesman can inspire the confidence and friendship of a prospect, even in a small degree, his chances of consummating the sales are increased immeasurably.

The real salesman, who finds his prospect wavering between a list of parts and a complete set, will use his friendly contact in developing an appeal from the standpoint of the family. The practical demonstration of the complete set will help here. Certainly a man's family receives none of the real enjoyment of radio broadcasting while he is experimenting with various parts and a collection of different hook-ups. He wants something that will be sure-fire, so that he and his entire family can enjoy it right from the day it is installed.

The Background for the Demonstration

The most progressive of radio dealers today will be mighty careful in having a radio set properly demonstrated under the most favorable conditions and environment. One such successful merchant has installed several sound-proof and well-ventilated booths, each one containing a given type of instrument,—ranging from a single-tube head-phone receiver to a three and four tube loud-speaker cabinet. In other places, where space is available these booths have been replaced by replicas of a modern drawing or living room, with a high-class self-contained radio set occupying a prominent place. Wires, switches, batteries are not in evi-

dence; the aerial and ground connections being plugged into an ordinary wall socket in a manner similar to a floor lamp.

If a prospect has agreed to a demonstration in his home, the same care should be taken to show the radio set as a desirable addition to other pieces of home furniture.

Any dealer will find it profitable to exert his sales influence wherever he can outside of his store. To this end it will be good policy to stage demonstrations in clubs, lodge rooms and other semi-public places, whenever such arrangements can be made.

It is a well-established fact that in each city or town there are certain families whose influence on the buying power of many other families is very marked. To these "key" families the retailer should direct his first efforts.

One good plan is to get up a list of all these families, and assign a certain number, say six, to each day's work. Care should be taken not to pass over the work too quickly, for every one of this class of prospects who can be sold, will be an excellent advertisement for the dealer, and will influence sales to other families who are guided in a large degree by what the social leaders and people of financial standing in their community are doing.

"Servicing" that Wins More Sales

Too many dealers count the sale complete when they ring the cash-register and the customer walks out with his set. This is just where the

reliable, successful dealer starts to work. The real dealer will see that he makes the installation of the set in his customer's home, and receives a nominal sum for his service. The charge for installation should be kept at cost or as low as possible, in order that the customer may not consider it a worthwhile economy to do even this much himself. In this way the dealer will have the opportunity to impress his customers with a genuine sense of his interest, and can demonstrate how neatly a radio installation can be made.

The importance of installing every set he sells should be thoroughly appreciated by the dealer, for contact with a purchaser in his home after the sale has been made is the first step toward building, on a friendly basis, a force of satisfied customers who will go out of their way to recommend the retailer to friends and acquaintances, whenever the subject of radio comes up in conversation.

The good-will of the lady of the house (who, by the way, disburses something like eighty per cent of the average family's budget) can also be gained by a neat, business-like installation, consistent with her individual ideas on home furnishings. In this connection the dealer can learn valuable lessons from electrical contractors, who spread cloths about and on the floor and use canopy drills to catch the plaster and shavings wherever they are working.

Of course the installation of a radio set is infinitely cleaner work than the wiring of a finished build-

ing. Nevertheless the radio dealer will find it well worth his while to see that such details as the wearing of rubber-soled shoes to prevent scratching of hardwood floors, and spreading a cloth whenever there are wires to be bared or tools to be laid out will be duly noticed by the lady of the house and commented upon to her friends.

A Chance to Popularize Radio with the Women Folk

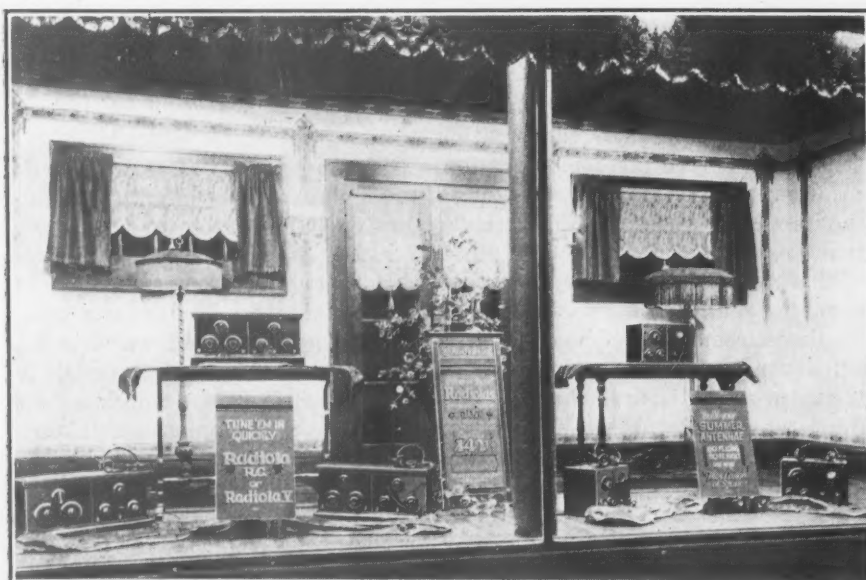
By reason of the fact that the erection of an antenna is daylight work, installations are nearly always made when the head of the family is away at business. On completion of the work, the installer will have an excellent opportunity to demonstrate to the female members of the family the simplicity of operating the radio receiver. Right here is where a progressive dealer will capitalize his opportunity to the limit for, while many women are as ardent radio "fans" as men, there is apt to be a general feeling among the fair sex that a radio receiver is a technical device, to be understood and operated by the men folks.

Consider how far behind their present development the automobile and talking machine industries would be if women regarded them in such a light, and you will have a picture of the rich new fields there are for radio when more of the ladies have been educated to the simplicity of operating modern receiving sets.

The dealer will also do well to telephone his customers about a week after the sale, to see that everything is going satisfactorily, and to answer any minor questions about operation and maintenance which the owners may have thought about since the installation. This will be a further indication of the type of service the dealer renders, and the call may be very profitable to the dealer if he can diplomatically learn the names of friends who have been entertained by programs received on this set.

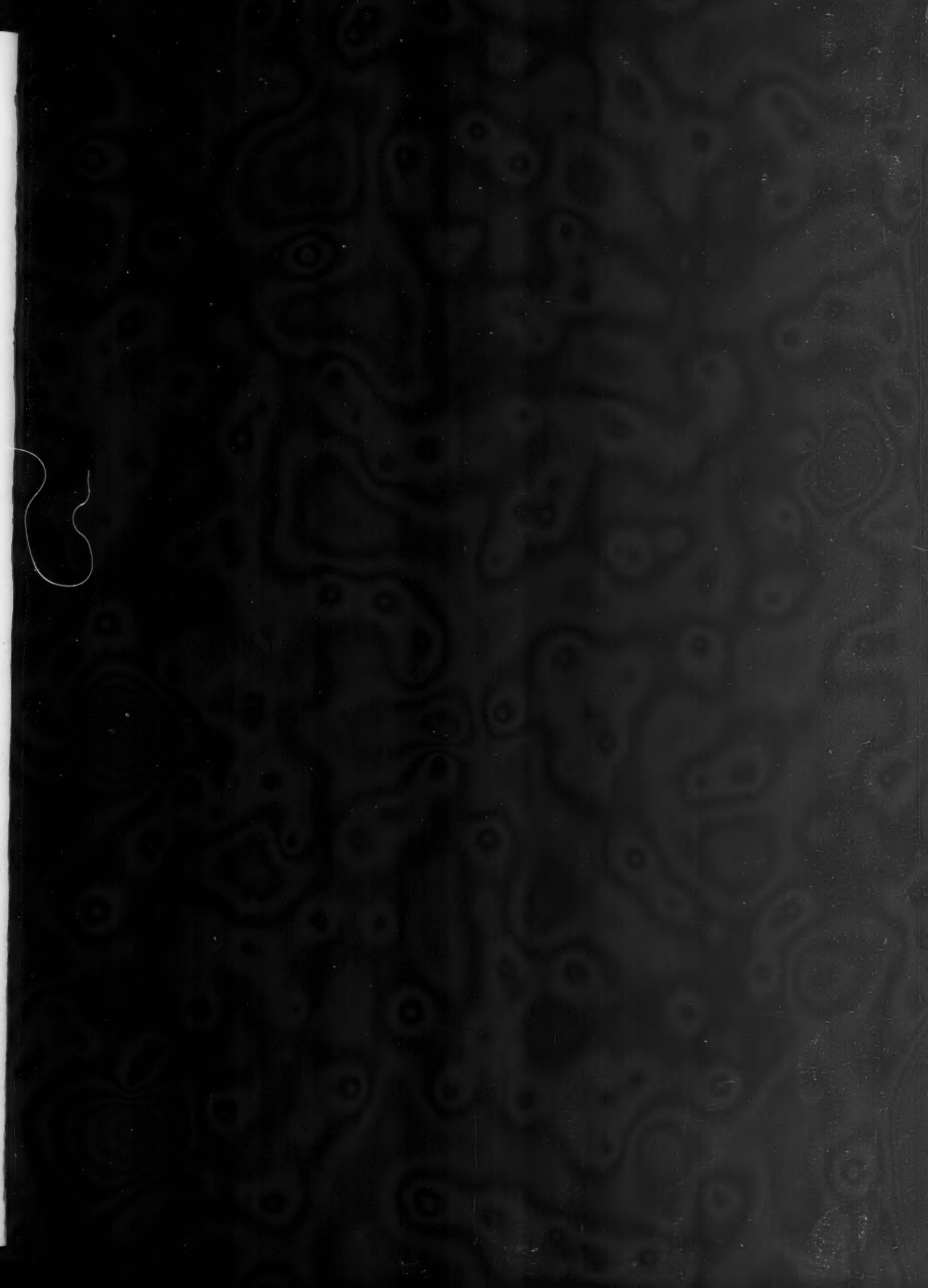
He will often find that the ladies are his best business boosters and the source of information on other prospects.

In a word, the guiding principle in service work, as in sales activity should be a whole-hearted determination to do a complete and satisfactory job, with an untiring cheerfulness that cannot help but make friends and sales.



A background of French windows and doors and appropriate furniture are used by the McGraw Company, Sioux City, Ia., to give the complete set its proper atmosphere.

This type of window display bears no resemblance to a machine shop or toy shop, which has been the rule since radio's inception.



"K

I

Ho
Co
gro
ber
cla

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

"Key Your Selling to Your Prospect"

How the C. J. Netting Company of Detroit, groups its fixture numbers, with distinct classes of merchandise to each room.



IN the Netting studios fixtures for medium priced homes are grouped together in certain rooms one of which is pictured at the left. Below is one of the more ornate rooms devoted to the display of suggestions for the finer fixtures and lighting units. Such separation by classes thus facilitates selections by both groups of customers.





RIO DE JANEIRO, Brazil



NEW YORK CITY

New York Edison Co.

THESE night vistas from three continents prove that lighting still holds paramount position in all the list of electricity's many services to man.

For whether it is the lighting of the streets of a South American capital, or the lofty office buildings of New York, or Denver's celebrated Curtis-street movies, or the far-flung suburbs of Los Angeles, the white ways of London, or the boulevards of Chicago, electricity is unique as well as supreme in its service of illumination.

With thousands of homes, offices, streets, stores and factories yet to be introduced to electricity, and countless existing installations to be brought up to the new standards of illumination and completeness, the electrical selling man finds his work well cut out for him during the months of greatest lighting-sales activity just ahead.



DENVER, Colorado

LIGHTING *Is Still Electricity's Paramount Job!*



LOS ANGELES, California



LONDON, England



"The Triumph of Light over Darkness"
Allegory in bronze, unveiled at Cleveland, 1923



CHICAGO, Illinois

*The
Grand Prize*



EUR VACUUM

"IT GETS

Phenomenal Sales Increase of 75% For First 7 Months

Remarkable as was the volume of Eureka Sales for 1922—yet sales for the first 7 months of 1923 show the phenomenal increase of 75% over the corresponding period of last year. Up to July 31st of this year, 127,134 net sales had been made, and it is estimated that by December 31st, over 225,000 Eurekas will have been sold.

Approximately 30% of the total increase in cleaner sales of the entire Electric Cleaner Industry for this year, over 1922, will be represented by the increase in Eureka Sales alone. With 70 different trade-marked cleaners on the market, this statement has a vital meaning. Even more amazing is the fact that the *increase*, alone, in Eureka sales this year over 1922, will exceed the *total 1923 sales* of any one of 85% of all other electric cleaner manufacturers.

The above facts clearly indicate the trend of consumer acceptance, and the advantages enjoyed by authorized Eureka dealers. If you are wondering what is wrong with your vacuum cleaner business—or if you are failing to secure a volume of business in a fair proportion to the potential possibilities of your town or city, then you will do well to arrange an interview with our Sales Manager in charge of your District.

EUREKA VACUUM CLEANER CO., DETROIT, U.S.A.

Makers of Electric Vacuum Cleaners since 1909
Canadian Factory, Kitchener, Ontario; Foreign Branch,
8 Fisher Street, Holborn, London, W. C. 1, England

(98)

Sunnysuds *because* *it* sells

A greater number of Sunnysuds sales, per dealer, have already been made this year than in all of 1922.

In other words, twelve hundred Sunnysuds dealers have this year increased their sales more than thirty-three and one-third per cent.

And last year the average sales-gain per dealer was forty-five per cent over the year before.

These things—important, exclusive advantages; a helpful sales program; and a very moderate price;—afford just a glimpse of the reason for the Sunnysuds' amazing sales-growth. The full story is yours for the asking. A post card will bring it.

Don't envy success. *Have it.* Send the card today.

SUNNY LINE APPLIANCES, Inc.

Factory: DETROIT, MICHIGAN Sales Department: MANSFIELD, OHIO

Canadian Factory: Kitchener, Ontario
Export Dept. 149 Broadway, New York

(49)



SUDS

Electric
Washer
& Wringer



THESE pictures show the first of three "model electrically equipped stores" which Cleveland will hold this year, something along the lines of the successful "model electrical home" exhibits, conducted with such success.



THE first Cleveland Store Lighting Exhibit was conducted under the auspices of the Lighting Section Committee of the Electrical League of Cleveland. These demonstrations show local merchants the latest ideas in store lighting.

Will Your Town Have a "Model Electrified Store" Exhibit This Fall?



The Home Electrical

Section of *Electrical Merchandising*

In Two Sections
Section Two

d
d
of
n
c-
e-
a-
r-
as

...

After Lighting for Happy Evenings at Home

WHEN "the maple wears a gayer scarf, the field a scarlet gown," most of us, like Emily, feel that Nature's glorious treat must be fittingly returned—by decking the house in a dress a bit gayer, a bit more colorful, and a bit more beautiful. And what greater changes can be wrought in the home than with a few new lamps, another lighting fixture here, a lovelier shade there?



CAREFUL matching of fixture and lamp shades in the living room is necessary to obtain the desired harmony with hangings, rugs, and draperies.

Fortunately, the wide variety of shades to be had today, makes it possible to match almost any fabric and color. And then—only a woman knows the joy of finding the perfect match that means absolute and pleasing harmony!

Lovely Lamps and Lovelier Fixtures

Reflect the
Spirit of the Fall
Under the
Magic Influence of New Lighting





THE kitchen is above all, "the workroom of the home." Good general lighting is essential, and there should be lights above the range and above the sink.

ACHEERFUL light over the dining table induces cheerful appetites! In the dining room below, note how the exquisitely tinted glass shade over the table and the electric candlesticks harmonize with the spirit of simplicity in the room.



You, Too, Can Do Your Fall Housecleaning Without a Dustcap!

RUGS, furniture slips, portieres, tapestries, curtains, blankets, pillows, can all be easily cleaned at home, with the aid of the vacuum cleaner, washer and ironer. Beds can be cleaned with the vacuum cleaner—and radiators, too. And the electric fan is the finest little cleaner of closets and pantries to be had!

For the upholstered chair or the mattress, the wide-nozzle suction attachment is used. In cleaning the mattress, first one side is gone over, then the mattress is turned and the other side cleaned.



IN THE fall, all clothing closets, pantries and store rooms should be emptied, cleaned and thoroughly aired. An electric fan, whirring in the closet for half an hour, drives out the dead air and leaves it fresh and clean.

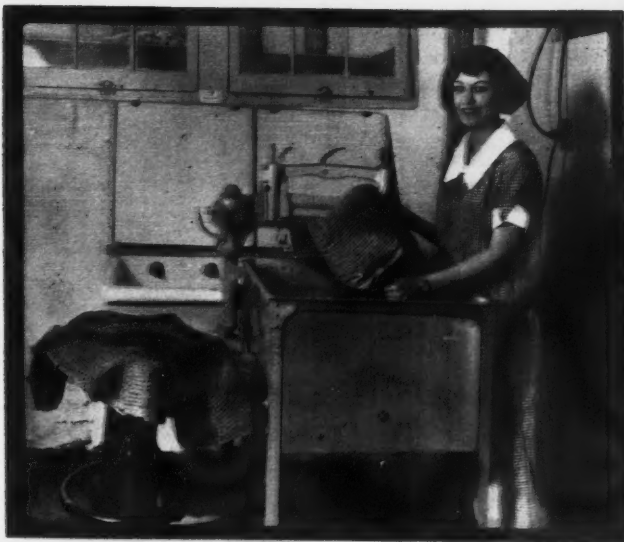


TWENTY years ago, housecleaning meant about one-fourth of actual cleaning, and three-fourths of extra labor necessitated by broom-sweeping. Its symbol was the dustcap. Today an entire housecleaning can be accomplished without even the fashionable bandeau having to be called to aid in binding one's stray locks—and the symbol is the electric switch!

There's hardly one of the heavier operations that cannot be lightened by electrical devices. Sweeping, of course, occurs to one first. But so much of the other work can be made easier with a vacuum cleaner or washing machine that she who really wants to can do it herself today and so save the expense of calling in outside help.

WITH the vacuum cleaner it is a simple matter to get *all* the dust that collects *behind, below, and inside* the radiator

PILLOWS, blankets, rugs and other heavy materials are readily cleansed in the electric washer — with no more exertion than the twisting of a switch.





"A Toast to the Toaster"

THE electric toaster has enormously simplified the breakfast menu in thousands of American homes. It supplies the most nutritious, easiest-to-prepare breakfast food there is, —and a food that everyone likes! It has, in fact, made toast the favorite breakfast food of the nation.

Electric toast is the best breakfast food



Dolly Lovejoy Does Her Canning Electrically

MY electric cooker never calls forth such fervent blessings as in canning time! I've almost forgotten what it used to be, when I had to stand over a hot stove and stir and pour and lift heavy containers.

There's no guesswork when the electric cooker is used. Its absolute certainty of perfect results makes canning a positive joy!

—Dolly Lovejoy



"Over the Radio"

As interpreted by Blanche Sweet

BLANCHE SWEET, charming blonde star of the silver screen, interprets various emotions. Reading from top to bottom, at the left: Bedtime Stories, The Big Bear Jumped On The Little Rabbit: Every one keep quiet, Sh-sh-sh: Ouch—what static! At the right: Well, that's a good joke. Ha-ha-ha: Isn't that funny:—Oh Boy, that's real jazz!

Have You a Problem in Electrical Housekeeping?

MRS. LOVEJOY, whose practical experience as an electrical housekeeper has made her an authority on the subject, will be glad to answer personally any questions regarding the use and care of electrical labor-savers in the home. Address, Dolly Lovejoy "Electrical Merchandising" Tenth Avenue at Thirty-sixth Street New York City

Cleveland Electrical League's Model Store-Lighting Exhibit

The First of Three Demonstration Displays to Be Put On for Education of Local Merchants by Electrical Men

THE 1923 electrical development program for Cleveland contained the following announcement and plan of conducting a store lighting exhibit:

"The popularity of and our experience with the Electrical Homes prompts the idea of presenting store lighting exhibits in desirable localities in a somewhat similar way.

"Electrical Homes have beyond any question of a doubt raised the standard of wiring and lighting in Cleveland homes and the League homes will serve as examples for many years to come. We have succeeded in interesting the public, and have secured the co-operation of the planners, the builders and the wiremen. Store lighting exhibits should bring the same results.

"As with the first Home, the first store lighting exhibit will be an experiment and no doubt many changes in the plans and the operation of the exhibit will be found necessary, but the general plan is as follows:

"To select a suitable vacant room in a desirable community center which will make the exhibit as accessible as possible to the greatest number of merchants, and to equip the store selected with a modern sign and furnish proper lighting in the store display windows and display cases.

"The League plans to operate three such exhibits during the year."

The first store lighting exhibit was opened to the merchants of Cleveland at 1264 Euclid Avenue in the Spring, and others will follow this Fall. This first store was centrally located.

The exhibit was opened after the following preliminary arrangements had been made:

First the lighting section committee of the League was organized to include a representative of a glassware manufacturer as chairman, and the additional members of the committee were two lighting fixture dealers, one lamp manufacturer, one jobbers' representative, one wiring contractor and one central-station representative.

Arrangements were then completed for the use of a vacant room at the address given above, for a definite period to permit the necessary preparations and time for the exhibit.

In consideration of the advertising value to the building owner, no rent was charged for the room, which rents for approximately fifteen thousand dollars per year.

Contractor Selected from Among Subscribers to Fund

The necessary changes in the wiring were made at the expense of the League and the wireman was selected from the wiring contractors who had subscribed to the League's development fund. The selection was made by placing in a hat the names of all contractors who had contributed one hundred dollars or more, and then drawing for the contractor who would be awarded the wiring contract.

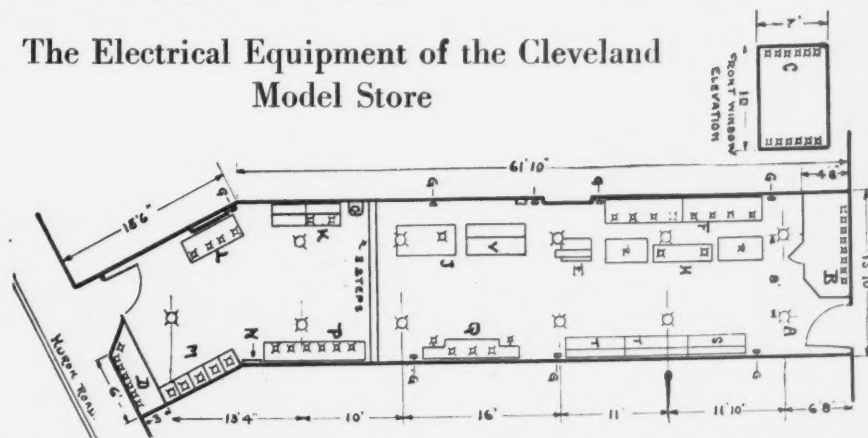
The wall display cases and floor display cases were loaned by local

manufacturers and dealers in equipment of that kind. No charge was made for the use of the cases, however, as it was understood that some of the cases would be wired and the equipment would be returned to the owners with all of the additional electrical fittings which had been installed under the supervision of the committee.

Arrangements were made with local retail merchants for the display of the various kinds of merchandise to be included in the exhibit. The interior display cases contained jewelry, queensware, drugs, books and stationery, candy, ladies garments, shoes, gentlemen's furnishings, cutlery and millinery. These articles remained in the cases throughout the entire exhibit.

The front display window was changed on every other day. A sched-

The Electrical Equipment of the Cleveland Model Store



The accompanying chart shows the location of outlets, and code letters are as follows: A—Thirteen ceiling outlets, equipped with 300-watt Mazda C lamps. In fairness to the glassware manufacturers the glassware was changed every other day, each manufacturer's units being displayed in two-day periods. B—Eight ceiling outlets in front display windows, each equipped with 150-watt Mazda C lamps. Three different makes of window reflectors were used during the exhibit. C—Twelve outlets, equipped with 150-watt Mazda C lamps in metal reflectors. D—Seven outlets in ceiling of display window on Huron Road, each equipped with 150-watt Mazda C lamps. Reflectors were changed three times during the exhibit. E—Electric cash register. F—Wall case used for display of flat silver-ware and queensware, equipped with eight 25-watt tubular lamps and suitable reflectors. G—Eight convenience outlets. H—Location of floor case on which 200-watt Trutint units were displayed. J—Location of one 150-watt Mazda C and one 60-watt Mazda lamp in color-comparing unit. K—

Wall case in which shoes were displayed. A partition was installed, and one side was illuminated with two 50-watt clear lamps and suitable reflectors, the other side being left dark to show comparison. L—Floor case in which were installed two 25-watt clear lamps and two 40-watt frosted lamps in suitable reflectors to display cutlery. M—Location and outlets in five compartment shadow boxes. Sample units of glassware, window reflectors and show-case reflectors were displayed here. N—Eight-circuit "dead-front" panel board installed for display purposes and used in connection with the display of equipment in shadow boxes. P—Location of wall case, which was equipped with six 40-watt clear tubular lamps and suitable reflectors. This case was used to display mens' wear. Q—Location of soda-fountain-back bar which was equipped with five 25-watt frosted lamps and suitable glass shades. R—Location of two glass floor cases which contained jewelry. S—One wall case which contained drugs. T—Two wall cases for books and stationery. V—Glass floor case for candy.

ule which was arranged provided for the following:

Candy, flowers, chinaware, jewelry, drugs, millinery, books and stationery, and ladies garments.

Special trims were arranged by display men from the stores who had furnished the merchandise.

Exhibit Thrown Open for Inspection

The exhibit was open from 8 a.m. to 10 p.m., the day being divided into three periods, from 8 a.m. to 1 p.m., from 1 p.m. to 6 p.m. and from 6 p.m. to 10 p.m.

A schedule was prepared in advance and representatives of participating firms agreed either to be on hand or to provide a substitute at the exhibit during the period called for in the schedule.

The committee decided that direct-by-mail notices would be mailed to the following Cleveland business houses: Architects, banks and all retail stores included under—boots and shoes, auto supplies, clothing, confectionery, drugs, dry goods, florists, furniture, furs, grocers, hardware, jewelers, men's furnishings, millinery, restaurants and tailors.

This list included approximately five thousand names.

Personal Follow-Up of Mail Notices

In addition to mailing of notices to the five thousand merchants whose names were selected from the classified section of the telephone directory, League representatives made personal calls upon approximately one thousand merchants to invite them to see the exhibit. A girl was also employed by the League and during a ten-day period telephoned over five hundred merchants to remind them to be sure to see the store lighting exhibit. Invitations were mailed to commercial organization secretaries with a statement that it would be to their mutual advantage for their merchant members to get first-hand information at the store lighting exhibit concerning the advantages of better lighting in display windows and stores. The store lighting exhibit was also called to the attention of local wholesalers of drugs, hardware, groceries, etc., suggesting to them that it would be advantageous for their representatives to mention the store lighting exhibit to the merchants to whom they sold merchandise.

"Make Toast Your Breakfast Food"

How Bakery Wagon Drivers Co-operated with Electrical Men in Putting Toasters in Homes

TOAST used as a breakfast food increases the consumption of bread. This fact has been pointed out to all members of the American Bakers Association, as well as the fact that an electric toaster makes toast better than any other toasting device. The bakers association has also pointed out to its members the possibilities of increasing the sale of bread by co-operating with the electrical dealers to place more electrical toasters in the homes.

With this as a working basis a local baking firm, Shelly Brothers, co-operated with the Electrical Service League of British Columbia in a campaign to put an electrical toaster in every home. While the goal of a toaster in every home has not been reached the campaign has increased the sale of toasters greatly.

Through the bakery wagon drivers an attractive circular was distributed with every loaf of bread sold, just prior to the opening of the campaign. This circular stressed the food value of toast as a breakfast food and the convenience of making toast electrically.

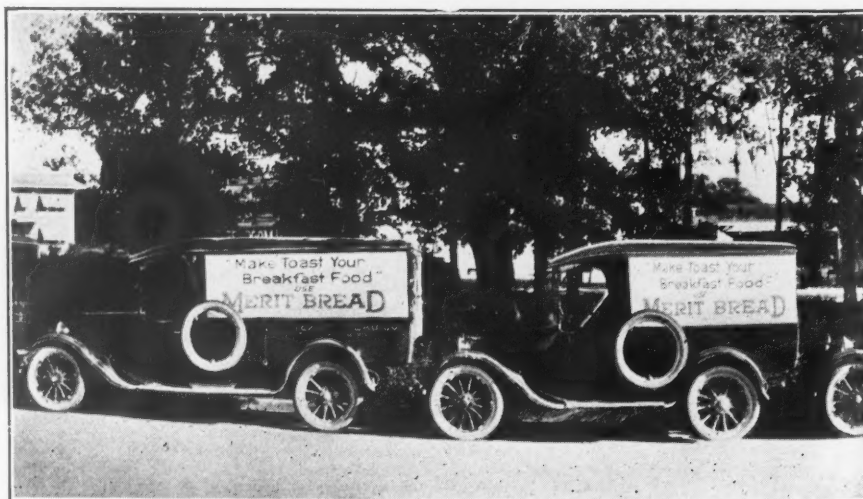
During the two weeks the campaign ran every driver was given standard toasters to place on free trial along his route. These toasters were furnished the bakery firm by the local jobbers and were sold at

list price. The driver was allowed seventy-five cents commission on each sale and the difference between the list price less commission to the driver and wholesale price was turned over to the local Association of Electragists, International, for distribution to dealers. Every dealer featured toasters in his windows and advertising matter.

The publicity campaign starting with the circulars distributed to the consumers, included daily advertisements in the newspapers and street car cards.

Manufacturers and the central station featured toasters in their street car and newspaper advertising. One manufacturer also sent out a large number of direct mail advertising letters.

The campaign attracted not only the attention of other bakeries but also of hardware and department stores so that the slogan "Make Toast Your Breakfast Food" was brought to the attention of the public from many sources. What is most important, however, to the electrical industry is the fact that toaster sales were very greatly increased. The housewives who tried out the electric toasters and did not buy during the campaign are certainly good prospects for toasters and other appliances in the future.



When the American Institute of Baking broadcasted the idea that the great American breakfast table was the weakest point of assault for a campaign to increase the use of bread, Henry Stude of the Texas Bread Company, Houston, quickly capitalized the idea in his section of the country. Every car in the company's fleet carries the banner for more bread in the form of toast. Literature telling about the toast campaign and how many dainty dishes

can be based on toast, thickly spread with butter, reached all of the Stude customers.

Before launching his Texas fight for more toast Mr. Stude approached the local butter people, the electrical toaster dealers, and the electric-lighting companies. The result is a co-operative campaign and not a campaign launched "by bread alone."

Similar cooperative campaigns are being staged in many other parts of the country with success.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

ALL light and power rate schedules and contracts should be simplified and humanized, and be so expressed that the customer will no longer be bewildered and offended.

CENTRAL stations should, where practicable, discontinue the practice of requiring a deposit before consenting to supply service to a new customer.

(For a complete statement of "Electrical Merchandising's" platform for the electrical industry, see February, 1922, pages 52 and 53.)

Beating Down the Customer

ELECTRICAL CONTRACTORS complain that their customers show undue eagerness and acumen in beating down the price. "We figure and re-figure—and then we must either lose the job or take it at a loss," is the well-known wail. But is this true? Is it not the contractor who beats down the customer rather than the customer who beats down the contractor?

When a job offers, the first thing the average contractor does is to learn, if possible, whether a competitor is estimating on the work, and if so, what price has been offered and what equipment specified. The next step is to get under the competitor's price. Fewer outlets, cheaper fittings, less convenience are suggested. Trimming, lopping, shearing, pruning and clipping, are resorted to. In the end the customer gets the skimpiest, cheapest job he will accept—not the best and most he will stand for.

This is a reversal of the sales practice of every other business on earth. Go out to buy a thousand-dollar car and you find yourself the owner of one that cost fifteen hundred—plus enough accessories to stock a garage. Enter a store to buy socks and you leave with enough haberdashery to equip an actor. Sit yourself in a barber's chair for a shave, and you get up the victim also of a singe, shampoo and shine.

"Sell 'em all they'll stand for" is the motto of every business but ours. We, it seems, have adopted the slogan, "Sell 'em less and sell it cheaper."

All the Electrical Industry Can Make More Noise Than a Few

IT IS well recognized that in the early days of the electrical industry, it was a necessary thing for the central station to handle the pioneer stages of merchandising appliances. They were the ones primarily interested in seeing to it that current-consuming devices were placed on the lines—and there was no one else to do the job.

The problem of the manufacturer in those days was simple; all he had to do was to sell the power company

and then let the power company sell the public. Of course the matter was not left at that and today, owing to the fact that it was not, we have the thousand and one ramifications and interlockings which make up the electrical merchandising field. Instead of there being but a few hundred power companies telling the electrical story, there are thousands of manufacturers and jobbers and contractor-dealers, all bringing their pressure to bear on the customer and adding their cry to the chorus to help make it heard.

Every possible channel of publicity and education must be set in action if we are going to "put the electrical idea across."

In discussing any of the more recent appliance developments such as the electric range which are still left largely to the central station to merchandise, we should not forget the wisdom of earlier experience. So long as the manufacturer and the wholesaler concentrate upon selling their wares to the power company they will not spend much time upon selling anyone else. And there is danger that the message to the public will be left too exclusively a burden upon a few shoulders. Whenever it becomes possible to increase the numbers of the chorus, it will be found a simple matter to make more noise without its being necessary for each to talk so loud.



Before Drawing Your Check—Investigate

THE best place to invest your hard-earned savings is in your own business. In the discounting of bills alone this money will bring better dividends than the soundest stock you could probably buy.

In your own business you are boss of the job. You know whether or not that money is being rightly used. If you see your investment going wrong, you can head it back in the right direction again. Not so when the other fellow has annexed your loose cash.

Look out for the glib-tongued stock salesman and his ready story of Standard Oil profits from some scheme still "on paper." If the proposition was worth while it would never be peddled from door to door.

Where the stock salesman "stalls" on telling what his scheme is until he has adroitly induced you to say "Yes" to numerous questions, turn him down. Those questions are a trap and his proposition is a fake.

Turn down hard any collection-agency enterprise that requires payments of any kind in advance, or out of first money collected. If the contract offered seems to guarantee to collect a certain amount of your bad accounts in a specified time, look for the "joker." There is one present somewhere.

Investigate any proposition first no matter how much of a hurry the salesman is in, or how fast investors are alleged to be "snapping it up." If you have no local business men's association to turn to for information, ask your banker, your jobber or your manufacturer. Whatever you do, get all the facts before writing your check.



Ideas for the Man Who Sells



*Plans, Schemes and Methods
Gathered from
Successful Selling Experience
to Increase the Sale of
Electrical Appliances*

Why Not Try the Club Plan?

Here is an idea borrowed from the kitchen-cabinet dealer, who has used it with considerable success. It should work equally as well with certain electrical articles, say vacuum cleaners. According to this plan, a club is formed with a membership equal to the number of dollars the article is worth. Each member pays in \$1 a week and each week a sweeper would be delivered to one of the members. At the end of a certain number of weeks then, every machine would be delivered and also paid for. Time payment contracts are used in organizing such clubs.

A Rest Room for a Farming Community

The farmer's wife in town is often at a loss where to go while waiting for her husband to finish his business before returning. She usually has come along because of shopping to do, which however, is apt to be finished early, leaving her with time hanging heavy on her hands. The need for a rest room in the community serving a rural district—and the opportunities which are thus afforded to bring women into the store has been recognized in the new Walla Walla office of the Pacific Power and Light Company, at Walla Walla, Wash.

One corner of the spacious quarters has been fitted up with wicker chairs, a table and reading lamp, a wicker fern basket and a public telephone—and this feature is advertised in the local papers for the use of any who desire to come in. A point is made of not interfering with those who come in to use the rest room, no clerk addressing them unless they signify a desire for information.

The entire office offers a new idea in retail departments. The office of the power company where bills are handled and the ordinary business transacted is subordinated entirely and hidden behind a partition in the rear of the store, all contact on the part of the public being across a single counter where the partition is

broken. The woodwork is particularly attractive in a eucalyptus gray, with sand gray hangings at the windows, monogrammed in the company initials with bright blue. Framed pictures of the more important of the company's plants hang about the room. All customers coming in to pay bills or transact other business must pass through the store. For new applications and general information, a desk has been provided in the center of the store, with comfortable chairs at hand, so that the customer may be seated in carrying out his business.

The store which was opened recently with a reception which brought an attendance of 1,400, in a town with only a few thousand population, is undoubtedly the most progressive looking establishment in the entire business district and has already resulted in much good feeling in the community, as well as in actual sales of some importance. An idea of the value of the attractive quarters is to be gained from the fact that company books show that in the first two weeks after the opening more

lamps were sold over the counter than in any three months recorded previously.

Your Vaudeville Stage, Too, Can Use Electrical Appliances

Almost every town has a vaudeville theater, and every theater occasionally needs complete sets to represent a kitchen, dining room, living room or bedroom. Just to have electrical appliances displayed in these scenes, as part of the furnishings, will make a tremendous impression on the hundreds of people who attend the theater every week.

And it can be done, too—by any electrical dealer. Recently, in San Francisco, several thousand theatergoers witnessed a star performance by an electric clothes washer, as part of the programme of the Orpheum circuit. This was due to A. C. Maryon, manager of the Manufacturers' Representatives Company of San Francisco, who learned that members of the cast of a kitchen act were in need of appliances. He offered the services of an electric washer and a vacuum cleaner, and both of these appliances appeared for a week before crowded houses.



The farmer's wife in town with her husband can find a comfortable place to rest in the new retail store of the Pacific Power and

Light Company at Walla Walla, Wash., and incidentally an opportunity of looking at the latest electrical conveniences.

Portland Company Uses "Blue and White Tag" for Servicing

It is recognized that the satisfied customer is the best advertisement. The value of tying up this satisfaction with a definite memory of the dealer's store is apparent. Many methods have been devised for labeling the appliance with the name of the store from which pur-



Good will advertising which the customer preserves and looks up in case anything goes wrong—a statement of good will and a guarantee of service.

chased, both with the idea of identifying equipment on which later repairs are made and for providing a definite record of the store for future reference in case of other purchases.

The Pacific Power and Light Company in its retail stores throughout its territory in Washington and Oregon has found considerable satisfaction in the use of a small blue and white tag attached to appliances. This bears in large letters the slogan "Use Quality Appliances for Electrical Satisfaction," and bears the company's name with a record of the location of their stores. The tag also has blanks for recording the nature of the appliance, its serial number and the date purchased. In the ordinary course of events, this tag would be detached and thrown away, but it is made something of a guarantee by the brief statement on its face which reads:

It is to our interest as well as yours that appliances used in your home give perfect satisfaction. We have searched the country's markets for those articles which will give you that satisfaction and recommend this appliance to you as quality merchandise.

Our blue and white tag will identify this appliance as purchased at one of our stores. It may be serviced in any of the towns mentioned below at our store, regardless of which one it was originally purchased from.

This tag therefore not only serves its purpose as an identification mark, but also carries an effective

bit of good will advertising cleverly conveyed in such a way that it is one of the things which the customer carefully preserves—and which she consults in case anything goes wrong, the very time when good will advertising is most needed and can be most effective.

A "Doc" Who Had One Prescription for All

A clever advertising stunt which any electrical dealer might "pull off" at a local carnival or other festivity was recently staged at an "Animated Advertising Ball" in Spokane, Wash.

It was R. B. Carter who decided that the newly-developed popularity of the medical fraternity might be turned to account in advertising the electric vacuum cleaner at this ball. So he drew up a cleverly worded prescription, purporting to be the recommendation of "Doctor Eureka" that all Mrs. Cleanhouse needed was a brand-new vacuum cleaner, to cure her ailments.

This prescription was printed on slips of paper, which were passed out at the ball by the "Doc" himself. Dr. Eureka was fittingly appraised, having been adorned with the traditional mustache and goatee, and his hat-band bore the wording, "Dr. Eureka." His medical case proclaimed him a "Germ Specialist." Bugs and worms with wiggly rubber legs clung to his



Here's "Doc" Eureka himself—one of the most striking figures at the Animated Advertising Ball in Spokane.

shoulders. A brace and bit, and other gruesome-looking instruments, protruded from his case. He gravely paraded through the building, passing out his prescriptions.

Incidentally, the learned doctor was none other than J. B. Tubergen, and it is said that he talked to fully two-thirds of the people present.

Doctor Eureka	
OFFICE AT Washington Water Power Co.	
TELEPHONE, MAIN 8171	HOURS: 8 A. M. TO 6 P. M. WEEK DAYS
PATIENT'S NAME Mrs. A. Cleanhouse	ADDRESS Any Place
<p>One Grand Prize Eureka Vacuum Cleaner to Protect Your Health to Remove all Dust and Germs to Increase Home Sanitation to Eliminate Drudgery to Save Your Strength to Stop that "Tired-out Feeling" to Make Spring Housecleaning Unnecessary.</p>	
Use as Needed DOCTOR EUREKA	
PRESENT THIS SLIP FOR FREE LOAN OF EUREKA VACUUM CLEANER	

This is the "prescription"—and since it could be filled at only one dispensary, it was possible to prove, beyond question, that the remedy was highly regarded!

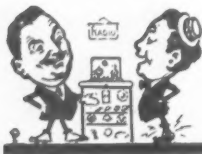
"Names of People They Know" Effective

When the Iroquois theater was destroyed by fire in Chicago and many lives lost, one thoughtful city editor of a newspaper, decided to run no account of the fire on the first page. He felt that the readers would look for one thing first: "The names of the people they know."

So nothing was run on the first page but the names. Having readers look for the "names of people they know" is good advertising for electrical merchandise and contracting.

When the Iowa Electric Company of Marengo, Iowa, started an electric range campaign it announced soon afterward; "We have among other sales sold the following persons electric ranges, etc. We already had forty-six satisfied users in this division of the Iowa Electric Company and expect to bring this up to 100 users by June 1, this year."

The Southwestern Electric Company of Wichita, Kan., used an advertisement clear across the middle third of a page when a local paper issued its golden anniversary number. At either side of this advertisement were panels containing the names of "Large Contracts Awarded to Us." The copy was headed: "We get nearly all the big electric contracts—and why do we get them?" The question was answered by telling of the organization, the supply of fixtures and the financial strength that it had to carry out any contract.



Marketing New Lines at a Profit



Successful Electric Cooking School Conducted in Pueblo, Colo.

A crowded school, a list of 700 prospects actively interested in electric cooking and much general publicity was the record of success of the recent electric cooking school conducted in Pueblo, Colo., as a result of the co-operation of the electrical interests with the local newspaper. A baking contest with an electric range as first prize was a feature of the event, but it was felt that the major results of the campaign were obtained through the work of Miss Eugenia Galvin, of the home economics department of the Los Angeles office, Edison Electric Appliance Company, who had charge of the lectures in the school itself.

Miss Galvin had devised a schedule for her lecture which secured the interest of her hearers and brought in as well an effective list of prospects. As the women entered the room they were given envelopes containing booklets on electric ranges and kindred appliances, a memorandum card with a program pencil attached and a question

*The Dealer Who Makes Money
Is the Man Who Capitalizes
New Developments of the
Electrical Art in Terms of
Consumer Sales*

card. The question card was for the listing of questions which might arise in the minds of the auditors and was to be deposited in a box as the women left. These were carefully gone over by Miss Galvin each day, so that her next day's talk covered the points questioned and not only met the special interest of her audience, but gave an opportunity for much special sales talk in regard to the electric range which could not have been brought in so smoothly in any other way.

Cards Prove Interest

The cards were headed "Miss Galvin, I want to know—" They also provided space for the questioner to write her name and address. The guests were also requested to place their names on these cards, even if they had no special question, in order to keep a check on the attendance. It is obvious also that this list provides for the electrical interests an excellent record of those interested in

electric cooking. It is significant of the real interest shown that one woman wrote on her card "Please come to our house and sell us an electric range."

Seven hundred names were secured. All of these have since been canvassed by local range dealers and although, of course, some 60 per cent are not active prospects at the present time, it is felt that from 250 to 300 of these names represent those who may within reason purchase electric ranges within the year.

Protection of Vacuum-Tube Filaments

The radio fan is apt to experience disappointment when he finds that the high-voltage leads from the "B" battery have been accidentally connected across the filament posts of his receiver and one or more tubes are burned out. Although the normal life of the average vacuum-tube filament is considerably more than one thousand hours, it requires but an instant to destroy this delicate filament when excessive voltages are applied to its terminals.

When filaments are shorted across a twenty-, forty- or sixty-volt battery in new condition, the burnout requires but a fraction of a second and unless the user happens to be inspecting the tube at the instant of the flash, the damage would not be discovered until the set was used again. It is a very easy matter to protect tube filaments by either of the following means:

(a) Insert a 100 ohm (non-inductive) resistance for each 22-volt block of "B" battery in the circuit next to the positive terminal of the "B" battery. This resistance may be left permanently in the circuit without any effects whatsoever in the normal life of the receiving set.

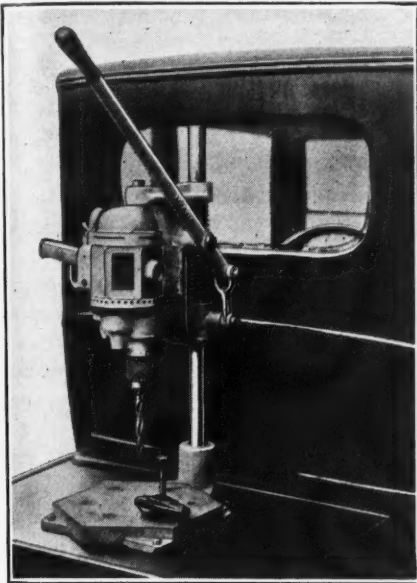
(b) Probably the most convenient form of resistance is a 25-watt, 110-volt tungsten lamp which will provide sufficient protection for plate voltages up to and including 100 volts. This resistance automatically increases with the current so as to act, in effect, as a protective ballast lamp.



A vacant store building fitted up with a range window display banner advertising and an effective electric sign proved an excellent

quarters for the Electric Cooking School conducted at Pueblo, Colo. The campaign was the means of securing 700 prospects.

When You Sell Drills and Motor-Driven Tools to Garages



Knowing that garages are the liveliest prospects for electric drills, a Philadelphia salesman who decided to go after this business intensively has mounted a bench drilling stand, as shown above, on the rear of his Ford coupe. In making his calls on garages, he runs his car right into the garage, plugs in on the nearest electric light socket, and demonstrates the bench drilling stand on the spot.

Besides Appliances—Gift Novelties

Along with electrical appliances, the Woods Electric Company of Houston, Texas, has introduced a stock of gift novelties. It is what may be termed a "side line," as there is nothing electrical in the list. Still it is displayed and sold on the same floor with the electrical wares and the two classes of merchandise sell in harmony.

The novelties were a departure and in a measure an experiment when introduced by D. F. Woods, president of the company in September of 1922. Now they are a valuable part of his business, having won their place on the first floor of the store through their showing in the column of profit.

Mr. Woods is a lover of period furniture and for several years has had many tables of various period designs on his floor. These were used for the display of electrical appliances. Frequently one of these tables would be sold to a customer, although not originally bought for that purpose. Such sales were to discriminating purchasers who found in the electrical establishment some tables not found in the furniture stores. This

led to the buying of more tables, until more were on hand than were necessary for the display of electrical products.

Serving Trays and Book Ends

This surplus of display space on tables, suggested the possibility of some other form of merchandise to sell in connection with electrical appliances. And experience in the store led to the selection of gift novelties. Customers frequently came to buy electrical appliances for gifts. Some never found what was wanted in electrical appliances, leaving the store in search of some other gift.

So it was decided to use the available display space for gift novelties. Now there are scores of articles on display on the first floor of the Woods Electric Company's store in Houston. There are serving trays, salad dishes, sandwich trays (salt shakers, book ends, flower vases, pin cushions, ash trays, smoking sets, humidior jars, candlesticks, magazine tables, table nests, larger tables in period types and dozens of other articles to please the seeker of a gift.

Sale of these articles is increasing with each month. Very little advertising has been done for this department. The gift novelties were added without any increase in overhead or operating expenses. They occupy space along with appliances. No increase in the sales force was necessary to sell the gifts.

Cemeteries, Undertakers and Other Live Prospects for Ventilating Fans

Graveyards and burying grounds wouldn't ordinarily be classified as live prospects for things electrical, but there's one thing they do need, and that is, electric ventilating fans. A Kansas mausoleum company, for example, recently purchased several electric exhaust fans for ventilating a series of crypts.

And if you're looking for more ventilating fan business in your community, go out and call on some of the following people and concerns—they all have special needs which only the electric ventilating fan can fill:

Undertakers—for their chapels and embalming rooms.

Cold storage warehouses.

Industrial plants and factories.

New apartment houses.

Newspaper offices and buildings.

Lodges—Elks, Masons, Eagles, Knights of Pythias, Knights of Columbus.

Rug cleaning establishments.

Lunch wagons.

But, of course, the biggest field of all for the ventilating fan is in the home itself. And that field has been infinitely enlarged with the coming of ventilating fans that can be installed in any kitchen window in a few moments by the man of the house.

Flexibility of Electric Heating Shown Ideal for California School



Steam heat to warm this palatial school building of the Cora Williams Institute of Berkeley, Calif., used to cost \$100 per month, plus the cost of the janitor and the continual trouble of repairs and refinishing. Electrical heating equipment for the house not only has provided far more flexible, reliable and satisfactory service, but it has

done so at a reduction of expense. The equipment consists of 14 heaters, varying in size from 2½ to 6 kw., and the bill for December and January, the two coldest months of the year was \$106 and \$110 respectively. This falls considerably below the estimates which were made for heating the house by gas.



Hints for the Contractor



*Ideas on
Estimating, Stock Keeping,
Shop and Construction Methods,
Repairs and Maintenance,
and Collections*

Securing the Co-operation of the Realtors

The need for educating the architect and builder to an understanding of the value of good wiring and proper lighting has often been pointed out. But in Denver this campaign of education has extended to the realtors, with the result that any local newspaper picked up will yield examples of the belief of the real estate industry of that city in the value of proper electrical equipment as a sales argument.

The Denver Electrical Co-operative League has from time to time arranged joint meetings between the organization of real estate men and the electrical industry, and here the electrical story has effectively been put across. In addition personal interviews with the real estate firms, calling their attention to the sales value of modern electrical equipment has done much to start the practice. Once one of the real estate men starts to feature his homes as particularly attractive on account of their electrical fea-

tures, it is an easy matter to get the others to follow suit. No man can afford to let it appear that his offering are less modern or desirable than his competitors.

Such phrases as "elaborate electric system with finest fixtures," an "extra number of convenience outlets," "electric lights in closets" and the like are now common in real estate advertising—and do much to carry on the general impression of the desirability of modern wiring which the electrical industry has done so much to further.

When a House Burns Down Which You Wired

"One of the favorite sports of newspaper reporters and fire department officials is to blame fires on 'defective wiring,'" writes O. Fred Rost, general manager of the Newark Electrical Supply Company, Newark,

N. J. "But here is an instance of how an electrical contractor got a very clever bit of publicity out of a fire in his community, and how a first-class wiring job proved to be a most effective help to the fire department.

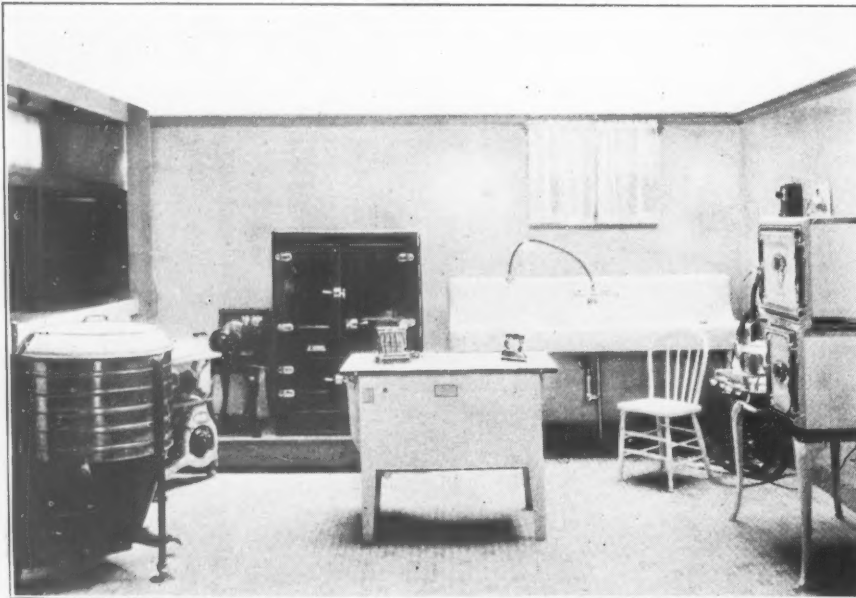
"The fire occurred in the Community House in South Orange, the electrical installation in which had been made by Morrison and Turbett of the Electric Shop of South Orange. Throughout the fire the electrical installation continued to function, and the Electric Shop lost no time in immediately spreading the fact broadcast, in a circular reading as follows:

"The Community House Fire—It is a well-known fact that water and metal are good conductors of electricity. If the electrical system installed by us in the Community House had had the slightest defect, the metal ceilings throughout the building would have become electrically charged and been a source of grave danger.

"We take pride in the knowledge that in spite of tons of water and intense heat, our electrical installation continued to function, thereby greatly aiding the firemen in their hard battle.

"It is only another demonstration of the fact that the best is the cheapest in the end, and that our name attached to an electrical installation is an assurance of safety."

"It Was the Only Active Booth at the Show!"



Does it pay the electrical dealer to have exhibits at local shows? Read what P. J. Mitchell of the Laube Electric Construction Company, Rochester, N. Y., says: "Our electrical kitchen, which we recently displayed at a 'Better Homes' exhibit, caused considerable comment. It was the only active booth at the show—the other booths

containing furniture exhibits which would have been hard to demonstrate. It bore out the fact that a live electrical exhibit is a big asset, for our model electrical kitchen was the center of attraction. We made many sales and obtained a number of leads and appointments for demonstrations of various appliances."

Connecting Your Name with Your Store

Impersonality in customer relationships is always a poor business policy—and the man whose store centers most closely about his own individuality is generally the most successful. Realizing the importance of the personal element in dealing with the public, D. C. Bacon in establishing his new shop in Phoenix, Arizona, refrained from calling it any poetical name and was not even content with "Bacon Electric Company"—he called it "The Electric Shop of D. C. Bacon." This title was placed over the door of the shop itself and used on cards and letterheads.

Mr. Bacon has been in the electrical

PHONE 4988

**THE
ELECTRIC SHOP
OF
D.C. BACON**

ELECTRICAL CONSTRUCTION AND REPAIRS
APPLIANCES

203 NORTH CENTRAL AVE. PHOENIX, ARIZONA

Here's how D. C. Bacon of Phoenix, Ariz., connected his name with his store. This title is used on his letter heads and advertising as well.

contractor-dealer game in Phoenix for some years and has an established clientele, so that his name carries some weight in the building up of his business. His first shop was the Arizona Electric Company, which he shared with L. J. Bohn as a partner. Since the first of the year he has occupied his new store, located at 203 North Central Avenue.

How an Experiment with Gasoline Lanterns Electrified One Farm

It's not always the farm electric plant dealer who does the selling—often it's the farmer himself, as witness the experience of the recently electrified farm of C. H. and E. L. Wyckoff, Aurora, N. Y.

This farm had a large basement in one of its buildings which was used as an overflow house for two or three hundred hens. One fall recently, there were about 300 hens in this overflow basement. Prior to Dec. 1, the weather was cold, and the Wyckoffs "got no eggs at all." On Dec. 1, Mr. Wyckoff hung up three gasoline lanterns, suspended them from the joists seven feet above the fowls. These were lighted about 6 a.m. and kept going until daylight. In the afternoon they were lighted at 3:30 and kept burning until 7 o'clock.

"By the eighteenth of December," says Mr. Wyckoff, "production was up to 33½ per cent, as compared with the three or four eggs a day which we had been getting previously. This was a revelation to us. And it was wonderful how those hens would brighten up as soon as the light was turned on in this stable basement. They would scratch, eat, sing and lay, and we soon were convinced of the remarkable benefits. The high prices for these eggs helped a lot in paying for the food.

"In late December, however, we had to quit, because the lamps 'acted up' and we were afraid of fire—

thought we might lose the stable and the hens, too. But this experience convinced us that we should equip our entire plant with electricity, which we have since done."

Reaching the Architect on His Own Ground

It has often been stated that the electrical industry should cultivate a close acquaintance with the architect. He, it is, who decides in many cases how much shall be spent for wiring, and selects the type of lighting fixtures to go into the house. Many projects pass through his hands—and in place of having to sell the idea to twelve individual owners, it becomes possible to reach all twelve through the man who is designing their homes. To date, the methods of "selling" the architect on electricity have been largely through co-operative meetings which he has been asked to attend—and, in

some cases, through personal service of individual contractors or power company men.

Asking the architect to attend the meetings of an electrical organization is in some measure placing the burden on the architect himself. Why not take the subject up through his own organization? It is worth experimenting to learn whether associate memberships, or an auxiliary body might not be formed in connection with the local chapter of the Architectural society, open to those men who are particularly interested in the problems of the application of electricity in the home. Excellent work has been done in some cities where architects and electrical men have combined in furnishing model plans for the inexpensive home, for the convenience of those not ordinarily affording expert service. There should be a fertile field here for further co-operative effort.

A "Light the Porch" Campaign—Police, Newspapers, and Electric-Light Company Join Forces



A Real Welcome!

The brilliant porch lamp and happy-lighted windows are signs of real welcome to your friends.

When they go through the gate and up the walk, cheerfully lighted, they can't help but feel their company really is desired.

Such a greeting is a happy contrast to the gloomy reception one receives when forced to move along a dark walk with its lurking shadows; then stumbling up porch steps and fumbling for the door-bell.

The difference between the two greetings is but a penny, for it costs only a penny to burn a 25-watt lamp for seven hours.

A Light All Night for
a Penny and a Third!

Nebraska Power Co.



This is! the House!

No stumbling up dark steps; no lighting of matches to find the number; no fumbling for the door bell AT THIS HOUSE.

The host was thoughtful and considerate. The porch light was burning, sending forth a genuine welcome.

The guests found the house without trouble, for the address stood boldly out, thanks to the light radiated by the porch light.

The cost of this thoughtfulness and consideration is but little. To burn a 25-Watt lamp on your porch for seven hours costs only a penny.

A Light all night for
a penny and a third.

Nebraska Power Co.

Almost any police commissioner in any town will be found a strong advocate of the efficacy of an all-night light on the porch in keeping away prowlers. In some Western communities, in fact, the topic has become of such general interest that the newspapers have taken it up and legislation is proposed to make it compulsory for householders to keep their porch lights burning all night.

The accompanying advertisements show how the Nebraska Power Company inaugurated its recent effective campaign for

porch lighting. It aimed its broadsides at two classes of homes—those with no porch lights at all and those which had porch lights but seldom used them. The safety factor was made the basis of the campaign—quoting an Omaha newspaper editorial on the porch light as "burglar insurance." But the cheer of porch lights—their welcome to visitors—their aid in locating street numbers—were also arguments effectively used. And the low cost of keeping a light burning all night was consistently emphasized as the reproductions show.

New Merchandise to Sell and Where to Buy It

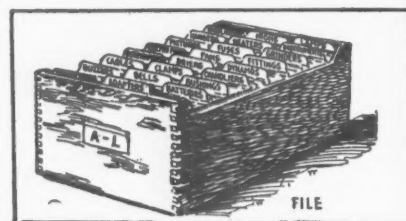
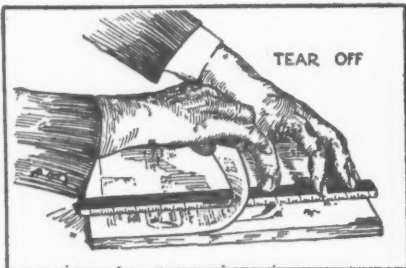
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many Appliances for the Home Electrical

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



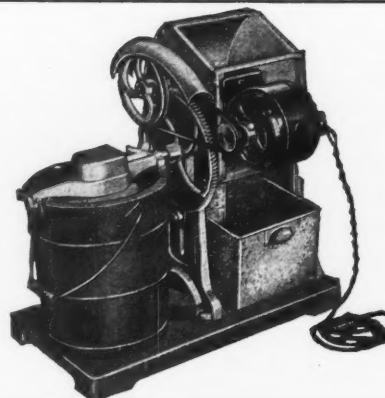
This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Ice Cream Freezer

Electrical Merchandising, September, 1923

The new model ice cream freezer brought out by the Taylor Bros. Churn & Manufacturing Company, Garrison and North Market Streets, St. Louis, Mo., is a combined ice breaker and ice cream freezer but the units, the company says, may be sold separately. All models of the Taylor freezer may be operated from the washing machine motor, while on the other hand the standard-make hand freezer will fit the Taylor motor unit, which is adjustable to various sizes. The motors are built for use on 110-volt alternating or direct current or 32-volt direct current. The freezers may be obtained in the 2-6 qt. size for household use and 8-20 qt. size for institutional use.



Electric Stove

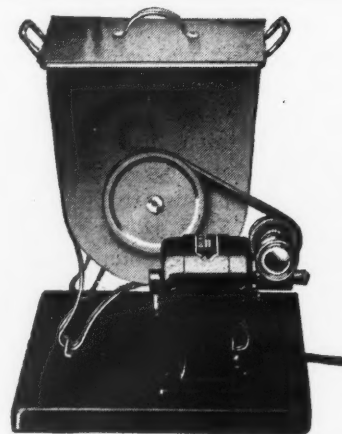
Electrical Merchandising, September, 1923

With the ever-increasing popularity of the idea of electrical cooking, and with the accompanying demand for electrical cooking devices, the Stoughton Manufacturing Corporation of Stoughton, Wis., has brought out its line of Clark electric stoves. The model illustrated has four burners and is of the cabinet type with oven underneath. Each burner, it is claimed, is made of four independent sections and is controlled by a three-heat switch. The material is of high-grade porcelain on which is wound Nichrome IV resistance wire. The burners are designed for 1,000 watts, except the right-hand burner, which is made for 1,400 watts. The Clark stoves may be obtained in two, three and four-burner models and without the oven.

Electric Cream Whipper

Electrical Merchandising, September, 1923

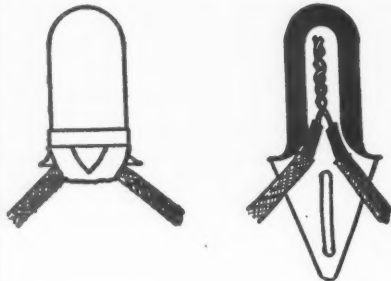
The "Dumore" whipper recently brought out by the Wisconsin Electric Company of Racine, Wis., although primarily designed as a cream whipper, can also be used, the company suggests, for mixing mayonnaise, beating eggs and many other light operations. The 6-pt. container will hold 1 qt. of whipping cream and will therefore find a place in hotels, restaurants and soda fountains. The motor is constructed to operate on both alternating and direct current. It is mounted, with container, on a black enameled base. A belt, 10-ft. cord, switch and attachment plug are furnished with the whipper.



Joint Insulator

Electrical Merchandising, September, 1923

"A wire joint is no better than its insulation," says the manufacturer of the Rub-Cap insulator, the Simplex Electric Company, Sandy Park Road, Brislington, Bristol, England. One illustration shows the first step in the installation of the Rub-Cap over a twisted wire-joint. The insulator is provided with two so-called "aprons" which are slit, as illustrated. The aprons are laced one in the other and then slipped over the cap itself, with the result shown in the second sketch. The device is made, the company claims, of high di-electric rubber, formed to simply enclose about the joint.

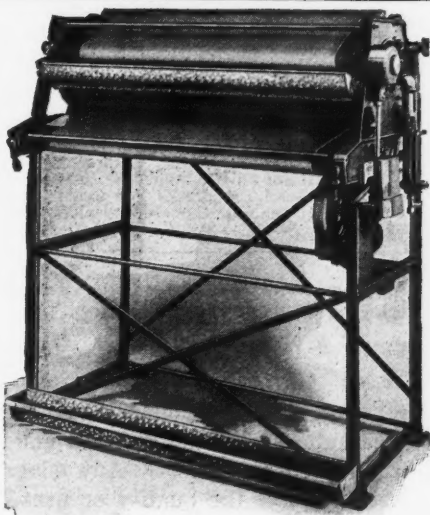


Electric Trouser-Pressing Device

Electrical Merchandising, September, 1923

Aladdin with his wonderful lamp has nothing on the modern man who, at the turn of a switch, can have his trousers pressed in twelve to fifteen minutes without calling on friend wife or the local tailor to help him out.

The manufacturer of this "electric valet" is the Home Appliance Company, 301 Market Street, Camden, N. J. The device consists of a top, base and heating pad. The trousers are placed, together with the heating pad, which is to be slightly dampened, between the top and base. This pad is provided with a thermostat which prevents overheating and scorching and automatically turns off the current when the right temperature is reached. Two cents worth of current, the manufacturer declares, is required to press one pair of trousers.



Blue Printing and Drying Machine

Electrical Merchandising, September, 1923

The new dryer recently developed by the C. F. Pease Company, 813 North Franklin Street, Chicago, is said to possess a number of unique features and is adaptable for drying blue prints, negative prints and all kinds of photographic prints. When in operation, the dripping wet prints are drawn around the heated cylinder of the machine by means of an endless canvas belt and delivered dry and free from wrinkles into the receiving tray within easy reach of the operator's hands. The machine is suitable for all widths of paper under 42 in., and any number of small prints or photographs, it is claimed, may be run in at the same time. The dryer is provided with a gear change giving two ranges of speed: 8 ft. to 9 ft. per minute on high gear, and 4 ft. to 5 ft. per minute on low gear.

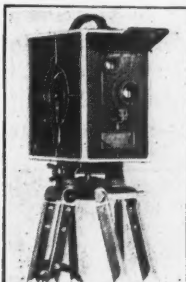
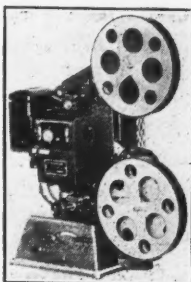
Motion Picture Outfit for Amateurs

Electrical Merchandising, September, 1923

An amateur motion picture outfit by which the amateur may take and project his own "movies" is the latest achievement of the Eastman Kodak Company of Rochester, N. Y. The outfit consists of a "taking" camera known as the Cine Kodak, and a projector, called the "Kodascope." The camera weighs only 7 lb. The film for this outfit is $\frac{1}{2}$ in. wide (as compared with the standard width of $1\frac{1}{2}$ in.), and is declared to be non-inflammable. It is coated with a special emulsion which enables the negative to be developed and then by a new process reversed to give a direct positive picture. The camera is daylight-loading and after exposure the film is removed in its magazine and sent to the company for development in the manner of the roll film.

The Kodascope, which projects the

picture on the screen, is motor-driven and is entirely automatic in its operation. Once a film is threaded, it is claimed, the machine requires no further attention until the reel is exhausted.



Portable Lamp

Electrical Merchandising, September, 1923

A specially designed clamp in the base of the "Magnalux," a new lamp announced by the Magnavox Company, Oakland, Cal., permits it to be used as a wall bracket or attached to any article of furniture where light must be concentrated.

The lamp when standing is only 10-in. high, and is supplied with a 9-foot cord and separable plug. When not in use the reflector can be turned directly over on the base, completely concealing the bulb. The lamp is then only 7 in. by 4 in. The lamps are furnished in twenty finishes.

Decorative Wall Switch Plates

Electrical Merchandising, September, 1923

Many housewives there are, who (after an inward raging, probably) have apparently resigned themselves to the sometimes-inappropriate wall plates with which an otherwise pretty room is disfigured because they did not know they could do anything about it. A few far-sighted manufacturers have recognized this situation and are bringing out ornamental wall switch plates to harmonize with the furnishings of the room for which the plates are intended. One of these manufacturers is the Edwin F. Guth Company, Jefferson and Washington Avenues, St. Louis, Mo. The plates brought out by this company are of regulation standard wall-plate dimensions and are enameled in blue, ivory, pink, green, gray, black, white or brown.

Loudspeaker

Electrical Merchandising, September, 1923

The loudspeaker "with the 'Concert Modulator'" is the description given to the new Manhattan loudspeaker, made by the Manhattan Electrical Supply Company, Inc., New York City. By means of this concert modulator, the instrument can be accommodated to all conditions and to every circuit, tube or battery with which it may be operated. No batteries are required for its use.



Two-Piece Violet Ray Outfit

Electrical Merchandising, September, 1923

The Shelton Electric Company of 16 East Forty-Second Street, New York City, has just perfected a new two-piece violet ray outfit known as No. 199. The hand-piece of the set is very light in weight and is claimed to be shock-proof. The outfit is equipped with three electrodes and comes packed in an attractive velvet-lined case.

Radio Condenser

Electrical Merchandising, September, 1923

A condenser with a vernier adjustment that is claimed to possess all the advantages of the rotor-blade type of instrument plus a microscopic tuning not found on the old style condenser is the "Micro-Tune" recently developed by Fett and Kimmel of Bluffton, Ohio. The instrument is declared to give a fine vernier effect in tuning. "The rotation of the vernier shaft," says the company in describing the device, "is through approximately 350 degrees whereas in the rotor-blade type the greatest possible amount of rotation is through 180 degrees."

Electric Perfumer and Torchere

Electrical Merchandising, September, 1923

Of course the electrical industry has its "King Tut" flare too. One of the handsomest applications of this popular design has been adapted to the electric perfumer and torchere illustrated, manufactured by Weidlich Brothers Manufacturing Company of Bridgeport, Conn. The artistic composition of the device can be seen from the accompanying reproduction. It is known as model No. 759E, and is 14-in. high by 5-in. wide.



Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.



Sales Helps for the Dealer



Give This Kitchen List to the Young Housekeeper

A complete list of articles and equipment for the kitchen is something every housekeeper reads with keen interest, wherever she finds it. It is something she likes to go over carefully, checking up to see how nearly complete her own kitchen is. Women's magazines print these lists often. They know they're read.

So this idea is made use of by Landers, Frary & Clark, New Britain, Conn., in a little, pocket-size booklet called "Complete Kitchen Equipment." The booklet contains a list of all the devices a housewife needs, divided into such classifications as: cleaning utensils, baking utensils, mixing utensils, storing utensils, and miscellaneous equipment. The list is arranged so that the housekeeper can check off those devices which she already has, and also note the prices. Extra pages have been left at the back for memoranda.

Of course, electrical devices, such as the range and the vacuum cleaner, have an important place on this list.

"Decorate with Light"

The true beauty of lamps and lighting fixtures cannot be told with words, nor even with photographs,

*Show Window, Counter,
Mail Advertising and
Specialty Aids
Which Manufacturers Offer to
Help You Get More Trade*

but only with pictures that reproduce the original colors of the lamps and give a true idea of the charm of colored light. Most of the attractiveness of a new booklet, "Decorate with Light," is owing to its reproduction of the warm and glowing colors of twelve lovely candle shades. The booklet is being distributed by the Macbeth-Evans Glass Company, of Pittsburgh, Pa.

\$1,000 in Prizes Offered in Slogan Contest

A slogan contest designed to bring new customers to the dealer and sell more goods to his regular patrons, is announced by George Richards & Company, 557 West Monroe Street, Chicago.

Any dealer in electrical goods can enter the contest. On request the firm will send him full instructions with a package of contest material. This matter includes "entry cards," a large colored window hanger, a sign in striking colors, window and counter strips, envelope stuffers and Hemco display boards.

Electrical appliance users submitting slogans must fill in the name

and address of the dealer furnishing their "entry cards." Winners of the contest will be awarded Hemco prize credit coupons. These coupons are redeemable in electrical merchandise at regular prices at the store of the dealer from whom each winner secured his card. Cashier's checks will be sent to those retailers who have delivered merchandise and returned receipted coupons to



This large window display hanger in bright colors is one of the several advertising helps furnished the dealer for use in interesting the public in the Hemco slogan contest.

George Richards & Company. All dealers interested will be kept posted as to the progress of the contest.

CONTEST RULES

1. Open to everyone.
2. All slogans submitted must contain not to exceed ten words.
3. Any slogan descriptive of the quality or uses of Hemco products will be acceptable.
4. Contest opens September 1 and closes November 24.
5. Awards will be made the first week in December. In case of ties equal awards will be made.
6. List of prizes: 1st, \$250.00; 2nd, \$150.00; 3rd, \$100.00; 4th, \$50.00; 5th to 8th, \$25.00 each; 9th to 18th, \$15.00 each; 19th to 38th, \$10.00 each.

The Faries Manufacturing Company, Decatur, Ill., announces a new circular in colors showing its various designs of commercial lighting units.

The Bleadon-Dun Company, 213 South Peoria Street, Chicago, has just issued a 60-page booklet giving a complete description of what violet-ray high-frequency current is, what it will do, and of the various types of high-frequency machines. A separate 16-page pamphlet describes the various types of apparatus in more compact form.

The Western Electric Company has issued an attractive little folder on its clothes washer "to help dealers," the company says, "carry the electric clothes washing story into real homes." It is a two-color leaflet in blue and brown and on one page is shown cross-sections of the motor, rust-proof tank and the self-cleaning wooden cylinder. It is artistically decorated with pen-and-ink sketches.

The Rogers Electric Laboratories Company, Cleveland, Ohio, announces a folder on its new electric hot plate.

Window Card Depicting Radio in the Home



"Helping him who helps himself" sums up the selling plant of the Magnavox Company, Oakland, Cal. Registered dealers are furnished with motion picture slides, folders and leaflets and window and car displays. The display above measures more than three feet in length, nearly two feet in height and has three panels. It is lithographed in eight colors on heavy stock.

"Ken"—New Soap Product for Electric Washing Machines

The electrical dealer, the manufacturer of washing machine and dish-washing machines, as well as the users of these devices, will be interested to learn of a new washing or soap compound manufactured by the Kendall Products Company of New York City. George E. Smith, formerly manager of the washing machine department of Kirkman & Son, under whose direction the new "Ken Laundry Service" was developed, in announcing the inauguration of this product, says: "The Ken Laundry Service is designed to assist washing machine and dish-washing machine manufacturers, dealers and users of these devices in solving washing and cleansing problems. This new scientifically-processed soap in granular form possesses great cleansing power, eliminates the usual hard water scum and subsequent deposits on the machine or clothing and at the same time is harmless to the skin or article washed."

Five Points to Consider in Selecting an Ironer

The ironing machine is the subject of the inside pages of one of the series of "electrical housekeeping" letterheads which the Western Electric Company is supplying to its dealers. The five points to consider in selecting an ironer are featured in the pages as follows:

1. Will it do the ironing satisfactorily?
2. Will it iron anything but flat pieces?
3. Is it easy to operate?
4. Is it easy to care for?
5. Is it expensive to operate?

These "electrical housekeeping" letterheads, of which this is one of a series, supply the dealer with an attractive letterhead for his business correspondence, particularly for circularizing women. The letterhead comes in the form of a folder, with a blank first page for correspondence, but with the second, third and fourth pages filled with live selling ideas addressed to the housewife.

The Johns-Pratt Company, Hartford, Conn., is issuing its new catalog No. 53, showing its complete line of standardized service installation devices which provides for all electrical

service-entrance and meter-service requirements.

The Holophane Glass Company, Inc., 342 Madison Avenue, New York City, has issued a new publication entitled "Holophane Datalog." It includes utilization coefficients for all types of "Holophane" luminaries and reflectors worked out for various sizes of rooms with various wall and ceiling reflection factors.

The Radio Corporation of America, Woolworth Building, New York City, is issuing a new publication called "The Town Crier," published twice a month, to broadcast ideas that will help its readers build up their radio business.

The Lighting Fixture Supply Company, Inc., 307 Magazine Street, New Orleans, La., announces its new complete catalog, "Distinctive Lighting Fixtures, Accessories and Novelties."

The Eisemann Magneto Corporation, Brooklyn, N. Y., has recently issued new leaflets and pamphlets on its detector and amplifier units; variometers and variocouplers; radio headsets; vacuum tube sockets and other radio parts; and its magnetos and ignition apparatus and accessories.

Radio Industries Corporation, 131 Duane Street, New York City, announces that it will furnish its dealers with three colored slides of its radio products, featuring the dealer's name and address—for flashing on the movie screens.

The Frank Adam Electric Company, St. Louis, Mo., describes in detail the safety features of its dead-front standardized panel boards in a new Bulletin, No. 29.

The Appleton Electric Company, Chicago, announces its new catalog covering all Appleton electrical products, including "Unilets," outlet boxes and covers.

Walter S. Edmands, 25 Pearl Street, Boston, Mass., describes its electric bakers (apparatus for applying radiant heat to the body) in a new folder just issued.

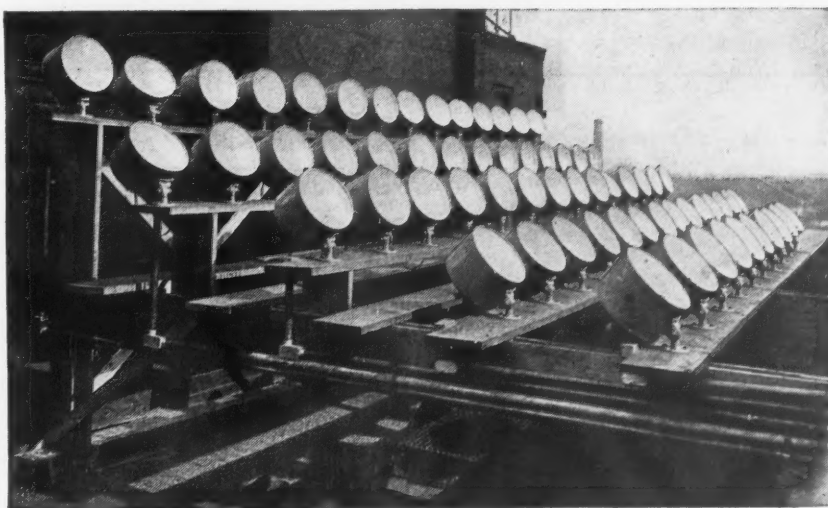
The Electric Heating & Manufacturing Company, Seattle, Wash., calls electric heating "the ultimate solution of the coal, freight, transportation, gas, smoke, health and household drudgery problems," in a new catalog describing its line of heating devices. These devices include electric registers, radiators, auto circulator, wax pots, elevator heaters, water tanks, cigar lighters, glue pots, heating pads and chocolate dipping tables.

The Winkler-Reichmann Company, 4901 South Morgan Street, Chicago, emphasizes the importance of the tone, power and appearance of a loud speaker, in a new broadside entitled "How to Make Radio Receiving More Attractive."

The Link-Belt Company, 910 South Michigan Avenue, Chicago, has issued a comprehensive book on "Electric Hoists and Overhead Cranes."

The Peerless Quarterly, which is the title of the catalog just issued by the Peerless Light Company, of Chicago, New York, St. Louis and San Francisco, is printed in five colors, and contains sixty-four pages listing electrical merchandise. It is the intention of the Company to issue this catalog every three months. List prices are given, and a confidential discount sheet is sent upon application. The company has added customers' advertising service to the work of its advertising department, and intends to assist the dealers and jobbers in the preparation of their catalogs, broadsides and sales literature. The Peerless file now includes 5,000 cuts of electrical merchandise.

Floodlights Silhouette Skyscraper Against Night Skyline



Using 129 projectors and twenty million candlepower, the flood-lighting installation which illuminates the new Wrigley Building in Chicago makes the thirty-four story structure clearly visible for fifteen miles. The entire front of the building is illuminated and floodlights are focused on all four sides of the tower which caps the

building. In placing the lamps, the arrangement has been carefully worked out so that the intensity increases with the height of the building, reaching maximum brilliance at the tower.

Is there a building in your town that can be floodlighted a la Wrigley? Make this work one of your fall activities.

Electric Cigar Lighter

Electrical Merchandising, September, 1923

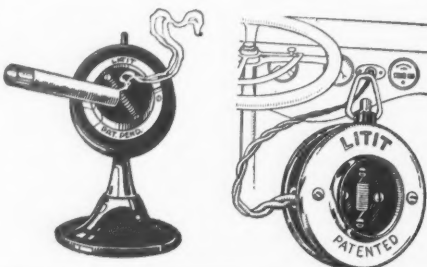
"Got a match?" is never heard where one of the cigar lighters manufactured by the Litit Company of San Francisco, Cal., is installed. This little device saves the annoyance of always looking for the elusive matchbox. Type B is finished in black enamel, for office or home use, and is equipped with 4 ft. of cord. It operates on 6 or 8 voltage and may be obtained with or without power unit.

Type C has the same specification as Type B, except that it is finished in ivory, for milady's boudoir.

Type A is designed for the automobile. It is attachable to the dash lamp socket or any other suitable outlet on the automobile, or connected direct. It comes complete in 6-8 or 12-14 voltage, with 4 ft. of cord and contact plug, or ring terminals for under dash connection.

New Merchandise to Sell

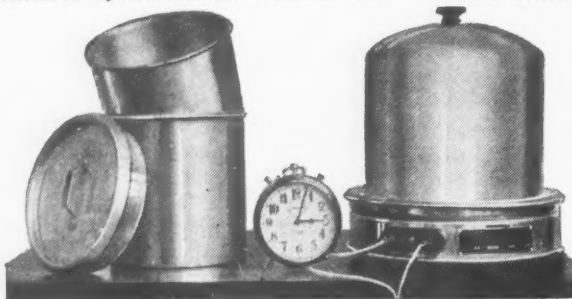
(Continued from third page preceding)



Electric Cooker

Electrical Merchandising, September, 1923

With the approach of the annual canning season, the housewife will be interested in the electric cooker manufactured by the Martin Products Com-



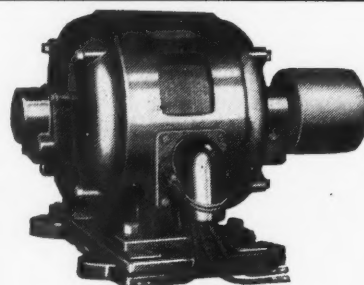
pany of 625 Market Street, San Francisco, Cal. The device, which measures 14 in. by 15 in., and weighs 14 lbs., is portable and may be connected with any electric light socket of the voltage indicated on its name plate. The cooker is equipped with an automatic thermostatic switch which cuts off the current before a burning temperature is reached and turns the current on again so as to keep the cooker at a proper cooking temperature at all times, although a clock attachment may be obtained to provide operation of the device at desired times. This "Kercher" cooker contains three compartments and sufficient capacity, it is claimed, for a good sized family.

Radio Transformer

Electrical Merchandising, September, 1923

The RMC radio frequency transformer manufactured by the Radio Manufacturing Company of Springfield, Mass., is furnished at present in two styles. Style A is designed for broadcast reception and will operate efficiently, it is claimed, from 250 to 500 meters when shunted by a 23 plate or .0005 MF variable condenser, or from 250 to 600 meters when shunted by a 43 plate or .001 MF variable condenser.

Style DX is designed for CW and spark reception at amateur wave lengths and will operate efficiently it is claimed from 150 to 350 meters when shunted by a 23 plate or .0005 MF variable condenser. The degree of oscillation may be varied by potentiometer, it is said, when tuning for spark or CW signals. Either of these styles, the manufacturer says, may be used in cascade by shunting each with a variable condenser but in most cases, it is claimed, one stage will be found sufficient and will give excellent results.



Electric Motors

Electrical Merchandising, September, 1923

The advent on the market of a new type of electric motor always commands attention among the electrical trade. The Robbins & Myers Company of Springfield, Ohio, has brought out a new line of polyphase motors known as type "L." These motors are made in a large range of sizes and have many new features, including a method of ventilation, the company states, which enables the motor parts to be constantly bathed with cool air. The bearings are declared to be dust-proof and the reversible terminal box has removable cover.

Boudoir Lamps

Electrical Merchandising, September, 1923

The Artistic Lighting Fixture Corporation, 21-25 East Houston Street, New York City, is the manufacturer of the attractive assortment of table lamps illustrated. These lamps are equipped with the new "Circle F" turn-knob switch, one of the latest developments in wiring devices. The bases of the lamps are made of cast metal and finished in polychrome, ivory, statuary bronze, verde green or, if ordered in quantity, the manufacturer states, special finishes may be selected. The shades are made of decorated glass or silk.



Small Electric Radiator

Electrical Merchandising, September, 1923

For the chilly autumn days that are surely on their way, the Simplex Electric Heating Company of 85 Sidney Street, Cambridge 39, Mass., has brought out its Sunbowl Junior radiant heater with new shaped ornamental base that is properly weighted to make the radiator exceptionally stable. The heater has a solid copper reflector and an ornamental, quick-detachable copper guard. The inverted cone-shaped element with Edison screw base is easily removed and with the use of a lamp bulb in place of the element, the radiator may be converted into a searchlight. This Junior Sunbowl model is finished in forest green and is 13 in. high, with a base of 6 1/2 in. by 6 1/2 in. The reflector has a diameter of 10 1/2 in. A 7-ft. cord with lamp-socket plug is provided. The heater is designed for a 104-120 voltage, 600 watts.



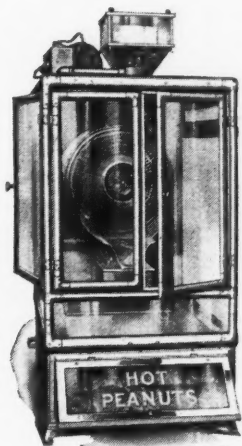
Hall Lighting Fixture

Electrical Merchandising, September, 1923

A hall fixture of unusual beauty, developed in the company's new Wild Rose design, has been brought out by the Gross Chandelier Manufacturing Company, of Twenty-first and Morgan Streets, St. Louis, Mo. It is known as G-1919 and measures 36 in. in length, with a 6-in. by 8-in. clear glass cylinder. The metal work is finished in autumn brown with flowers of old rose, leaves of green, ribbon of antique ivory and edges and chain of rich gilt. It is equipped with a keyless socket and 25-watt ball frosted lamp.



What's new on the market? These pages will tell you.



Combination Popcorn-Popper and Peanut-Warmer

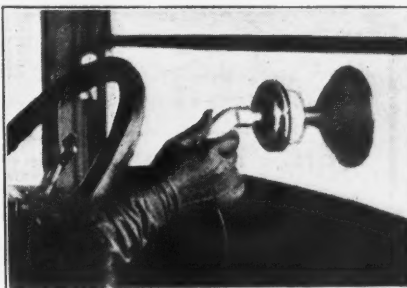
Electrical Merchandising, September, 1923

"Hot peanuts!" has a much more emphatic appeal than just "Peanuts!", the roadside vendor has discovered, and wherever finances permit, he is the owner of one of the new electric popcorn-popper and peanut-warmer machines similar to that recently placed on the market by the Kingery Manufacturing Company of Cincinnati, Ohio. This machine, No. 993, does not roast peanuts but is equipped with a heating element to keep the fresh-roasted peanuts hot. These elements, the manufacturer claims, are easily detached and can be replaced at nominal prices. The popper cylinder, it is said, has a capacity of 40 qts. of popped corn an hour. The popping and buttering of the corn are performed automatically by electric heat. The machine has a nicked-copper hood, top and back, with popper cylinder and base of nicked-silver, and is designed to operate on 110-115 volts, direct or alternating current.

Windshield Spotlight

Electrical Merchandising, September, 1923

The need of reaching for inconvenient outside controls, says the Clymer manufacturing Company of Denver, Colo., is responsible for the development of the company's new windshield spotlight. This device is installed through the windshield, its pistol-grip handle right at the driver's fingers and ready for instant use. A pressure spring on a ball-and-socket joint holds it firmly at any desired angle and it can be instantly turned, the company declares, in any direction desired. It is made of aluminum, finished with an ebony-and-silver effect. Installation of the device is accomplished by means of the company's portable windshield cutter, invented specially for the purpose, which is said to cut the required hole in the glass in less than two minutes.



Deep Well Pump

Electrical Merchandising, September, 1923

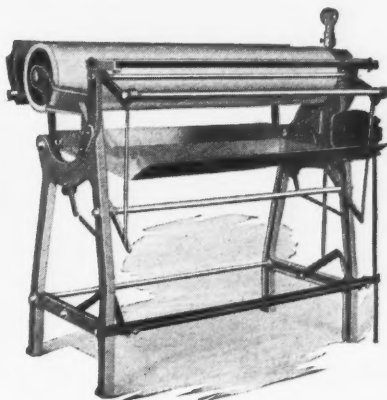
A new type of deep well pump has been perfected by the Worthington Pump & Machinery Corporation of 115 Broadway, New York City, which operates by means of a so-called propeller of the type similar to that employed for propelling ships. The illustration accompanying this item shows the general arrangement of this "Axiflo" pump as applied to deep wells with a direct connected standard vertical motor drive on the head. "As will be noticed," says the company, "with this arrangement there is no conversion from horizontal drive to vertical drive. . . . In comparatively shallow wells, one set of impellers might suffice, but in very deep wells a number of impellers are necessary, these being placed one under the other, thereby making the pump equivalent to a two-stage, three-stage or other multi-stage pump."



Ironing Machine

Electrical Merchandising, September, 1923

The Land of the Tulip's name-sake over here is the home of the ironing machine brought out by the Holland Maid Company of Holland, Mich. The machine features many new designs in construction that will give the dealer material for sales talk. The large ironing shoe is devised to automatically drop back from the roll when the machine is not in operation, and the overhang on the end of the roll, where it extends beyond the frame-work of the machine, provides for the ironing of ruffles, collars, cuffs, etc. The ironing roll is 48-in. long and 8-in. in diameter, and a work-shelf runs the entire length of the roll. Another feature of the ironer is the electric light which is attached to the roll and so located to flood the roll and work-shelf with light. The machine can be attached to any electric light socket and requires 44 in. by 21 in. of floor space.



Vacuum-Type Washing Machine

Electrical Merchandising, September, 1923

The latest model "Wonder" washing machine developed by the Victor Manufacturing Company of Leavenworth, Kans., is designed on the vacuum principle. It has a 1/2-hp. motor and is equipped with a belt-driven worm gear, which is constructed to eliminate all possibility of the motor burning out in case of overloading. The tub and agitator are made of 16-oz. cold-rolled copper, the tub being tinned on the inside. The wringer is of one-piece cast aluminum, is driven with roller chains, and may be swung into four positions. The rolls are 12-in. long and the wringer is provided with a safety device and reversible drain pan. The machine is finished in gray enamel, trimmed in blue.



Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.

"Distinctive Designs for Home Lighting"

"Distinctive Designs for Home Lighting" is the title of a new 16-page, 4½ in. x 6 in. brochure issued by the Beardslee Chandelier Manufacturing Company, 223 South Jefferson Street, Chicago. The cover of the brochure, printed in three colors, reveals a portion of an attractive living room and hall, illuminated with Sheraton chandeliers and wall brackets. Each two-page opening has three or four illustrations of Sheraton and Minuet designs and a short message about lighting the home and why the designs illustrated are suitable for each room.

Captions are used on alternate pages to arouse the interest of the recipient, some of them being: "Each Room Presents a Different Lighting Problem"; "The Prevalent Fashion in Shades"; "Brighter Tints in Home Furnishings," and "New Lighting Equipment Is Decorative." The back cover carries the caption "You and Your Electrical Dealer" and in part reads:

"In making your selection many important questions are likely to arise that can best be answered by consultation with your electrical dealer. We urge, therefore, that you consult him freely. His experience, gained through contact with many home lighting installations has given him the knowledge of what is right and best and many of the problems that may confront you have long since been solved by your electrical dealer."

The brochure will be sent to residential prospects in any city if the dealer will send the names and addresses of the prospects to the Beardslee Chandelier Manufacturing Company. A special letter on correspondence paper will accompany the brochure giving the prospect the name and address of the local dealer.

Sell Them Portable Radio Sets

To help dealers to more sales of portable radio sets the American Radio and Research Corporation, Medford Hillside, Mass., is putting out special advertising matter. This includes a folder the front of which is lithographed in imitation of the carrying case of a portable radio set, and bears the catchy phrase "Look Into This." The reader who accepts the invitation learns that this radio set can be taken wherever the family or any member of



Above is reproduced one of illustrations from the printed matter supplied to dealers by the American Radio and Research Corporation, Medford Hillside, Mass.

it goes. That by simply connecting the wires and turning the knobs, this set is ready for use in camp, canoe, summer cottage, automobile excursions and elsewhere. A second folder to be distributed among purchasers and prospects, tells how to set up and operate a portable radio receiver under all kinds of conditions.

Selling Good Laundering Methods with the Washer

Additional interest is given to the new booklet, "Which Washer?" published by the 1900 Washer Company of Binghamton, N. Y., by the insertion of brief, helpful laundry hints on each page. Thus the housewife who reads the booklet finds in it a handy guide to sorting and soaking the clothes, washing, rinsing, bluing, starching, drying and ironing. The rest of the booklet describes the construction and operation of the clothes washer.

"A Primer of Home Lighting"

"Is your shadow in the way when you play piano?—when you play cards?—when you select your frock from the wardrobe?—when you mix a cake in the kitchen?—or when you try to shave?"

"Is needlework difficult at night? Is there a glaring light in your eyes when you look up? Does the light annoy you at the dinner table?"

These are some of the questions asked—in pictures—in the attractive new booklet, "A Primer of Home Lighting," ready for distribution by the Edison Lamp Works, Harrison, N. J. The book points out incidents that happen in any home, any day, as a result of improper lighting—and the manner in which they may be corrected. Sketches also aid in the selecting of the right lamps for different types of lighting fixtures.

How to Make Radio Receiving Apparatus

"How to Make Radio Receiving Apparatus" is the title of a new bulletin published by the Federal Telephone & Telegraph Company, Buffalo, N. Y., which will be distributed free of charge to anyone desiring a copy. A helpful foreword contains illustrated explanations of all radio parts and accessories, and the rest of the book describes ten interesting hook-ups, from a simple, two-circuit, crystal receiver to a five-stage set. All are described with photographs and diagrams.

The Hoover Company, North Canton, Ohio, tells in pictures the fascinating story of the manufacture of a vacuum cleaner, in a book now being distributed entitled "A Trip Through the Hoover Factories." The book contains sixty-two pages of photographs which give an impressive picture of the magnitude of the manufacturing, engineering and planning establishments, the completeness of the equipment, and the refinement of all operations.

A. H. Grebe & Company, Richmond Hill, N. Y., are issuing an amusing booklet called "Musings of Doctor Mu," purporting to be the reflections of a wise old Chinaman on the wonders of radio.

The W. B. McLean Manufacturing Company, Pittsburgh, Pa., has ready for distribution a comprehensive catalog, entitled "Merchandising Methods and Equipment," covering the needs of electric appliance shops in regard to show-cases and store equipment generally. Some of the store furniture described is as follows: Efficiency wrapping counters, cupboards, stepping stools, bargain tables, mirror panels and showcases.

The Frank Adam Electric Company, St. Louis, Mo., describes in detail the safety features of its dead-front standardized panel boards in a new Bulletin, No. 29.

The Appleton Electric Company, Chicago, announces its new catalog covering all Appleton electrical products, including "Unilets," outlet boxes and covers.

The Cutler-Hammer Manufacturing Company of Milwaukee, Wis., is distributing its new No. 3038 circular which contains illustrations of the C-H duplex T-slot receptacle with flush wall plate, the single flush receptacle, receptacles for the conduit box, the outlet box and the receptacle with the round plate. Mention is also made in this publication of the small C-H cord connector, which is a high capacity 10-amp. connector of small dimensions, ideal, the company claims, for use with portable heaters, lamps, sewing machines and other portable motor-driven devices.



Gossip of the Trade



*Glimpses of
Electrical Men at Work,
at Play, and in Convention—
as Caught by
Lens and Pencil*

Electragists Plan Novel Features for Washington Convention, Oct. 8

Some interesting surprises are in store for those who attend the annual convention of the Association of Electragists, International, at Washington, D. C., during the week of October 8.

Sectional conferences will form an unusual feature of this year's convention program. Group discussions will be held in the form of debates on subjects of vital concern to the electrical industry. An acknowledged authority will discuss from his angle a certain subject announced in advance, and after his presentation an opposite angle will be presented by another authority. Everybody will have an opportunity to express his opinion on the subject, and in this way it is hoped that helpful conclusions may be drawn concerning subjects of vital importance to the welfare of the electrical industry.

A three-act play written by Thomas F. Chantler of the Society for Electrical Development will be presented by local members of the electrical fraternity in Washington. The performance will tell a story of business significance to all electrical men, and to electragists in particular.

Leagues, state and local associations, and other groups within the electrical industry are urged to take up the matter of sending delegates to this convention at the expense of the organization represented. This plan was tried last year by a number of local groups, with gratifying results.

New York Electrical Show, Oct. 17 to 27

The important part that electricity plays in the operation of the home will be shown in a series of interesting household exhibits at the forthcoming Electrical and Industrial Exposition at the Grand Central Palace, New York City. The show this year will be the sixteenth annual exposition and will be held during the ten days of Oct. 17-27.

There will be model apartments in which the local electric light and power companies will show the uses of the various electrical appliances and besides these exhibits there will be trade displays by the manufacturers, according to Lincoln Bancroft, general manager.

The Bauch Porcelain Enameling Company of 3651 Vincennes Avenue, Chicago, has become consolidated with the Superior Porcelain Products Company of Chicago, manufacturer of the "Wonder" electric table stove.

Elaborate Lighting Spectacles Planned for Illuminating Engineering Society

Detailed plans for the special features which will mark the 1923 convention of the Illuminating Engineering Society to be held at Lake George, N. Y., Sept. 24 to 28, are nearing completion and promise to surpass in spectacular effect and all around interest anything yet attempted by the Society.

A battery of great searchlights forming a scintillator of moving-colored beams, will be the big event of the convention. This scintillator it is announced, will be located on the wharf in front of the Fort William Henry Hotel, convention headquarters, and will send a multitude of powerful rays into the sky in a fan-like formation. By means of colored slides and a well-drilled corps of operators, the beams will be constantly changed in colors, one blending into another to give beautiful rainbow effects.

"Innocents Abroad"



Vacationing in the land of "white coal." Arthur Williams, general commercial manager New York Edison Company and president of the New York Electrical Board of Trade, kodaked at Chamonix, France, this summer, with Walter Neumuller, secretary of the New York Edison Company and president of the New York Electrical League.

An elaborate program of fireworks is another feature, a high point of which will be the explosion of the largest bomb used in such displays. A jeweled emblem of the Society, illuminated in various colors by floodlights is another thing of interest on which the committee is working. This will be placed on the grounds near the hotel.

W. D'A. Ryan Heads Committee

Large, beautifully colored lanterns will dot the groves and walks surrounding the hotel and water's edge, while negotiations are on for securing a special battery of the largest searchlights, about 60 inches in diameter, which will cross in the sky in front of the headquarters from strategic points on the hills surrounding the southern end of the lake.

W. D'A. Ryan, chairman of the general convention committee, under whose direction the lighting effects are being worked out, believes the illumination features of this meeting will compare favorably with the largest spectacles of the kind. The scintillator of colored searchlight beams is patterned after that used with such effect during the Panama Pacific International Exposition.

The officers of the convention committee consist of Mr. Ryan as chairman, Henry W. Peck, vice-chairman and H. E. Mahan, secretary.

Following is the tentative program for the convention of the Illuminating Engineering Society, to be held at Lake George, N. Y., Sept. 24 to 28:

MONDAY MORNING

Registration.

AFTERNOON

President's address.

"Survey of the Year's Work"—Report of general secretary.

"Year's Progress in Illumination," by Committee on Progress, F. E. Cady, chairman.

"Levels of Illumination in Inspection of Bearings," by D. P. Hess and Ward Harrison.

"Power Station Lighting," by Raymond A. Hopkins.

TUESDAY MORNING

Symposium on Thoroughfare Lighting: "Pageant Street Lighting," by S. C. Hibben.

AFTERNOON

Boat Trip with Session of Committee Reports:

"Motor Vehicle Lighting Regulations," by Committee on Motor Vehicle Lighting, Clayton H. Sharp, chairman.

"Illuminating Engineering Nomenclature and Standards," E. C. Crittenden, chairman.

"Progress of the Tentative Code of Luminaire Design," by committee to co-operate with fixture manufacturers, M. Luckiesh, chairman.

EVENING

"A Night of Light and Color."

Address by Maxfield Parrish.

"Light—the Designer," by M. Luckiesh.

Outdoor Spectacular Lighting Display.

(Continued on page 3640)



New Merchandise to Sell

(Continued from third page preceding.)

Loud Speaker

Electrical Merchandising, September, 1923

"It Speaks for Itself" says the Boudette Manufacturing Company of 36 Hall Street, Revere, Mass., in referring to the "Sonochorde" loud speaker manufactured by that company. The instrument is designed to work with or without additional current from batteries, working directly from the tubes of any good receiving set, it is claimed. The reproducing unit is of the balanced armature type. Metallic vibrations have been eliminated in this device, it is said, by using a tone arm of metal, too heavy to vibrate, with a flare of hard rubber.



Ornamental Ceiling Fixture

Electrical Merchandising, September, 1923

My lady's boudoir is indeed a fitting background for the attractive fixture No. G-1926, manufactured by the Gross Chandelier Manufacturing Company of Twenty-first and Morgan Streets, St. Louis, Mo. The fixture is one of the models of the new Wild Rose line recently developed by the company, and the holder can be obtained in two finishes: No. 70-16, light ivory background with edges and chain of gilt, flowers of old rose, ribbon of baby blue and leaves green; No. 93, autumn brown background with edges and chain of gilt, flowers of old rose, leaves in green, ribbon in antique ivory. The globe measures 5½ in. deep and 7½ in. wide and may be had in tints of either blue or pink, with leaves of light green, and flowers of pink.

Enclosed Switch

Electrical Merchandising, September, 1923

The "Junior" switches now being marketed by the Mutual Electric & Machine Company of Detroit, Mich., have punched parts, usually known among the trade as type C, and are somewhat lighter in construction than the company's heavier and sturdier line of "Bull Dog" safety switches. The new types of Junior switches which the company is now manufacturing are lower in cost than the regular "Bull Dog" switches and are designed to meet conditions where severe service is not required. The one-spring principle, it is said, is also incorporated in these new Junior devices.



Four-Way Radio Switch Plug

Electrical Merchandising, September, 1923

A single plug that is said to accommodate two double head sets or one double head set and a loud speaker is the four-way radio switch plug manufactured by the Four Way Company, 208 Myrick Building, Springfield, Mass. The plug stem of this device is of the standard size to fit into the standard jack which is part of all regulation radio sets. The cords from the head phones and loud speaker are inserted in the opposite end from the plug stem and connected with the proper posts as shown by an instruction sheet which accompanies the plug. The dial at the base of the plug stem revolves with stops in four positions.



Regulating Portable Electric Lamp

Electrical Merchandising, September, 1923

A portable electric lamp that can be regulated from full brilliancy to the dimmest light, in the manner of the ordinary gas jet, has been developed by William A. Harvey, 53 Burr Building, Scranton, Pa. A push of the button, it is claimed, brings about five different degrees in the strength of light given by this new "Turnlo" lamp. It is made for the use of one bulb which, it is explained, must not exceed 40 watts. A bulb smaller than 40 watts can, of course, be used. It is adapted for use on 110-volt alternating or direct current and may also be obtained for use on 32-volt isolated systems. The height of the lamp is 15 in. The silk shade is 5 in. in height and 8 in. in diameter. The pedestal may be obtained in finishes of old gold or old ivory and the silk shade in rose and gold and rose and gray combinations.

Bridge Arms for Floor Lamps

Electrical Merchandising, September, 1923


A line of patented bridge arms for floor lamps has been developed by the Farlies Manufacturing Company of Decatur, Ill. The style here shown is No. 7626 which has a 7½-in. reeded tubing with ratchet adjustable joint at socket end. It has a 10-in. extension. The adjustable joint is provided with convenient size thumb screw which rigidly holds the arm in place. Unless otherwise ordered, ½-in. iron is furnished.



Console-Enclosed Sewing Machine

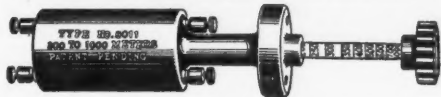
Electrical Merchandising, September, 1923

"When is a table not a table?" With the rapidly-increasing prevalence of the electrical idea, it is not always possible to make the distinction, for in the present case, the article in question is a table only part of the time and an electric sewing machine on all other occasions. The Standard Sewing Machine Company of Cleveland, Ohio, is producing a Rotary De Luxe electric sewing machine enclosed in an artistic table of Louis XVI design. The table measures 36 in. in length, 19 in. in width and 30½ in. in height. A large drawer provides ample space for attachments, thread, patterns and other equipment and is fitted with bobbin and needle holder. The motor is designed for 110 to 125-volt alternating or direct current, but other voltages may be obtained, the company states.

What's new on the market? These pages will tell you. 

Radio Frequency Transformer*Electrical Merchandising, September, 1923*

The manufacturer of the Day-Fan tuned radio frequency transformer, the Dayton Fan & Motor Company of Dayton, Ohio, claims to have adopted in this instrument the principle of variable im-



pedance and to have produced an instrument which can be set to maximum signal strength on any wave length from 200 to 1,000 meters. The transformer is designed with a variable iron core, it is said, and the shaft which actuates this core is graduated in meters of wave length by this means. It can be set to any wave length desired by simply pulling the shaft out to the proper graduation. The instrument is made of molded bakelite with metal parts, nickel-plated. It is arranged for panel mounting and the whole instrument measures only 1½ in. in diameter by 5 in. long.

Apartment-Size Electric Washer*Electrical Merchandising, September, 1923*

The small living quarters afforded by apartment houses in some of the larger cities makes the installation of the regulation size washer well-nigh impossible. To fill the need for a small size washing machine the Geyser Electric Company of 5008 Bloomingdale Avenue, Chicago, has developed its apartment size washer, which is only 19 in. square but which has a capacity of four sheets. The washer tank is of all metal construction with baked enamel finish. It is said that the machine will pass through the smallest door and can be operated from an ordinary electric light socket. It operates on the propeller principle, and is equipped with reversible drip board and metal wringer.

Electric Iron*Electrical Merchandising, September, 1923*

The most striking change in electric iron design is the shape of the new iron recently developed by the Westinghouse Electric & Manufacturing Company of East Pittsburgh, Pa. It has a beveled edge, which gives an uninterrupted view of the work, the company claims, and makes it possible to iron right up to tucks and ruffles. A dead air space in the top of the iron insulates the handle from the heat and a heat plate, placed above the element, soaks up the excess heat and releases it when it is required. The familiar sheathed element is used, it is said, complete with terminal, and replacing the element is only a matter of removing three screws, dropping the element in place and replacing the screws.

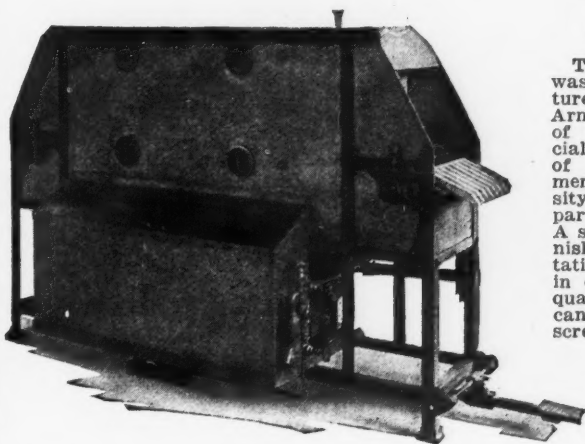
**Waffle-Iron Attachment for Electric Grill***Electrical Merchandising, September, 1923*

A waffle-iron attachment that "cooks the good old-fashioned round waffle in the new-fashioned way" has been put on the market by the Consolidated Equipment Company of 145 West Forty-fifth Street, New York City. This E-Z attachment is designed for use on all electric grills, it is claimed, and is constructed of aluminum with nickel finish and black handles, to match the grill.

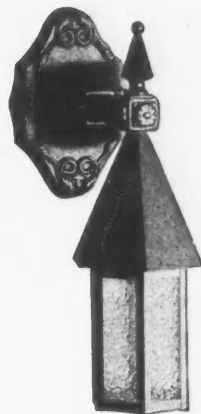
Electro-therapeutic High-Frequency Apparatus*Electrical Merchandising, September, 1923*

The apparatus manufactured by the William Meyer Company of 1644 North Girard Street, Chicago, is smaller than the usual portable type, being but 5 in. by 10½ in. by 6 in. It operates from

110-volt direct or alternating current and is not limited to short treatments of ten or fifteen minutes, the company claims, with time between to cool off so as to keep from overheating. The device is known as G405 and comes complete in Karatol-covered case, velvet lined, with attachment cord and plug, connecting cord with insulated handle and one surfacer or body applicator.

**Industrial Washing Machine***Electrical Merchandising, September, 1923*

The "Autosan" metal parts washing machine manufactured by the Colt's Patent Fire Arms Manufacturing Company of Hartford, Conn., is especially designed for the needs of manufacturing establishments where there is a necessity for washing and cleaning parts of material in process. A special feature, which is furnished when desired, is the rotating tumbling barrel for use in establishments where large quantities of small parts that cannot be racked, such as screws, bolts, nuts, washers, small stampings, etc., are washed or cleaned. The barrel has a positive traveling speed and tumbles the parts very slowly permitting every article to be thoroughly washed.

**Porch Lantern***Electrical Merchandising, September, 1923*

"First impressions are apt to be lasting," says the Novelty Lamp & Shade Company, 2490 East Twenty-second Street, Cleveland, Ohio, in reference to the exterior of the home and porch lighting in particular. No. GB-262, illustrated, including bracket, has an over-all height of 12½ in. The lantern itself is 9½-in. high, with a 5-in. diameter and bottom opening of 3 in. The fixture is made of sheet copper with finishes of antique copper, brush copper, black or verde green.

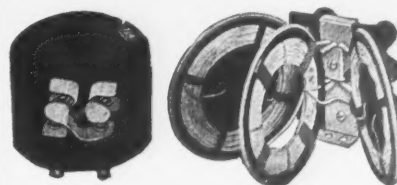
Attractively-Decorated Portable Heaters*Electrical Merchandising, September, 1923*

The Edison Electric Appliance Company, Inc., of 5600 West Taylor Street, Chicago, has added to its line of Hedlite heaters four new models. Model A-29 furnishes three de luxe types of these heaters, which are distinctively decorated and finished in antique bronze, florentine relief and old ivory, respectively. Model A-30 is finished in mahogany and has a 12-in. reflector. Similar to the larger A-15 model manufactured by the company, this 12-in. heater is provided with a hole in the base which permits it to be hung on the wall, making it especially adaptable, the manufacturer suggests, for the baby's bath, flood lights and other purposes. All of these new models are equipped with an adjustable reflector bowl, cool carrying handle, easy-removable wire guard and a standard Edison screw base heating unit which can be substituted by an electric light bulb, changing the heater into a flood light.

Radio Tuner and Adapter*Electrical Merchandising, September, 1923*

The two radio accessories pictured are products of the Martin-Copeland Company of Providence, R. I. The tuner is known as type 300-A and is constructed of radion with metal parts nicked. It has a wave length capacity, the company claims, of 150 to 850 meters.

The No. 600-A adapter is designed for use with the 199 tube. It has a hard rubber base and fits any standard socket.



Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.

Electragists Plan Features for Washington Convention

(Continued from page 3637)

WEDNESDAY

MORNING

"Determination of Daylight Intensity at a Window Opening," by H. H. Kimball.
 "Utilization Factors for Daylight," Professor H. H. Higbie.
 "Principles Governing Utilization of Daylight in Roof Fenestration," by W. S. Brown.
 "Lighting for School Buildings—Preliminary Draft of Revised Code," by Committee on Lighting Legislation, L. B. Marks, chairman.

AFTERNOON

Motor Trip and Lunch in Woods.

EVENING

"Lighting of Steel Mills and Foundries," by W. H. Rademacher.
 "Meeting Exacting Lighting Conditions," by A. D. Curtis and J. L. Stair.
 "Railway Car Lighting," by G. E. Hulse.
 "Effect of Dirt and Dust on Lighting Efficiency," by E. A. Anderson.

THURSDAY

MORNING

"Research Problems," report of Committee on Research, Dr. E. F. Nichols, chairman.
 "Visibility of Radiant Energy," by K. S. Gibson and E. P. T. Tyndall.
 "The Colorimetry and Photometry of Daylight and Incandescent Illuminants," by Dr. I. G. Priest.
 "Effect of Color of Light on the Working Eye," by C. E. Ferree and G. Rand.

NOON

Council Luncheon.

AFTERNOON

"Accessories for Color Lighting," by M. Luckiesh.
 "Production and Growth in Plants Under Artificial Illumination," by Professor R. H. Harvey.
 "Plant Growth by Artificial Lighting," by Professor Hugh Findlay.
 "Unit Costs of Industrial Lighting," by Davis H. Tuck.
 "Testing Colored Material for Fastness to Light," by H. S. Thayer.

EVENING

Banquet.

FRIDAY

MORNING

Section Development Day.
 "How to Make the I.E.S. a Truly National Body," by D. McFarlan Moore.
 Discussion of matters pertaining to Section Development.
 Discussion of "Chapters on Light," prepared for high school physics text-books by R. W. Shenton.

"Camp Co-operation III," Association Island, Sept. 16 to 19

The commitments of representatives of local electrical co-operative organizations to attend "Camp Co-operation III," are coming in rapidly and there is every promise that Association Island, where this gathering is to be held from September 16 to 19 inclusive, will be filled to capacity. The Island (reached via Adams or Sacket's Harbor New York), is famous as the place where electrical co-operation on a national scale first saw the light, and is an ideal spot for a gathering of this character, since it offers exceptional facilities for the necessary combination of recreation with business sessions.

The official opening of Camp Co-operation III will take place on Sunday afternoon, Sept. 16—brief flag raising

ceremonies—no business. It is hoped, however, that as many as possible will arrive on Saturday the 15. The first business session will open at 9 a. m., Monday the 17.

Through a special arrangement made with the management of the Island, ladies accompanying conferees at Camp Co-operation III will be entitled to all the privileges of the Island at the special rate of \$5 per day—just one half the men's rate, which is \$10 a day.

Full information concerning Camp Co-operation may be obtained from the Society for Electrical Development, Inc., 522 Fifth Avenue, New York City.

New Commercial Section Committees, N. E. L. A., Meet Sept. 13

The first group of meetings of the newly appointed Commercial Section, N. E. L. A., bureaus and committees will be held Sept. 13 and 14, at N. E. L. A. Headquarters, 29 West Thirty-ninth Street, New York City.

On Sept. 13 at 10 a. m. there will be a general meeting, which will be attended by all members of bureaus and committees, including members of the Section's Executive Committee. At this general meeting the program of activ-

ities of the Section for the year will be reviewed, with particular reference to the organization and operation of bureaus and committees in carrying out the plan adopted at the July 27th meeting, with respect to the more active participation of the geographic divisions.

At 2 p. m., the same day, each bureau and committee will hold a meeting, at which time each chairman will proceed to organize activities in conformity with the uniform plan adopted in the general meeting conducted in the morning, and will request suggestions from the members of his bureau or committee, as to the formulation of a program of activities for the year. Reconvening the following morning (Friday) at 9:30 a. m., the general ideas advanced in the first session will be crystallized and a definite program determined. The geographic division representatives serving on the bureaus and committees will then be in a position to take back with them to their respective divisions the programs in which they are concerned, thus enabling each geographic division to determine to what extent and how, programs proposed will be undertaken in his division.

Increased Exports of Electrical Devices Swell Totals

Exports of electrical apparatus and supplies from the United States during the first six months of 1923 were valued at \$34,514,924, which represents an increase of \$2,894,412 over the corresponding period of 1922, according to preliminary figures announced by the Electrical Division of the Department of Commerce. The increase is attributed mainly to increased business in small plants and supply lines rather than in heavy power equipment. The provision gives the following summary of exports for the semi-annual period:

The total value of generating apparatus exported was \$2,025,171 during the first six months of 1923, a 6.8 per cent increase over the same period of 1922.

Export shipments of self-contained lighting plants during the first half of 1923 were nearly double in value those of the same period of 1922. Over 1,200 lighting sets were shipped between January and July of this year.

Dry battery exports increased about 36 per cent in number and 15 per cent in value during the period in question in comparison with 1922. Storage battery shipments also showed a heavy increase, \$1,224,572 worth being the amount exported during the first half of 1923, while the total was only \$653,539 for the same period of 1922.

Fractional horsepower motors gained largely over 1922, a total of 68,332 motors valued at \$981,533 having been exported during the first six months of the year. Shipments of other kinds of motors, however, fell off during the first half of 1923.



A vacation-land snapshot of Herman Larsen, president of the Inland Electric Company, Chicago, which has just enlarged its business quarters by the purchase of a five-story building at 16-20 South Wells Street. Mr. Larsen came into the electrical business as a jobber's clerk in 1901. In 1913 he organized the Inland Electric Company which has now grown to a business with a stock inventory of \$300,000.

The value of electric fans exported during the January-June period in 1923 was \$513,867 as against \$497,055 during 1922.

A total of 118,955 motor driven household devices went abroad during the first half of 1923, these being valued at \$453,254. This is an increase of 57 per cent over the same period of 1922. An even larger increase took place in the case of domestic heating and cooking appliances, the total for the first half of this year being valued at \$474,546. This is almost 80 per cent above the 1922 period.

Radio apparatus shipments varied widely from month to month during 1922. A much wider distribution is shown this year by the manner in which the quantity of exports maintained a steady high level. During the first six months of 1923 the shipments were valued at \$1,209,389.

Exports of house wiring supplies and fixtures made a 207 per cent increase during the first half of 1923 over the total for the same period of 1922. This is in line with the same tendency shown in the case of motor driven household devices and domestic heating and cooking apparatus, indicating the great development which is taking place in our foreign sales of these lines.

The electrical export business of the first half of this year has made a most creditable showing and it is safe to say that a steady if not rapid increase is taking place in the demands of foreign countries for American electrical goods.

Great Lakes Electrical Men to Meet September 26-29

The French Lick Springs Hotel, French Lick, Ind., has been chosen as the meeting ground for the joint convention of the Great Lakes Division of the National Electric Light Association, in third annual meeting, and the Indiana Electric Light Association's fifteenth annual convention. Particular attention will be given, says an announcement, to reports of the various committees, regulation, publicity, public relations, financing, and the latest and improved methods in the technical, commercial and accounting field. A special entertainment has been provided for the ladies. At the banquet on September 27, C. W. Tippy, president of the Great Lakes Division, N. E. L. A., will be toastmaster and among the speakers' names appear those of Walter Johnson, president N. E. L. A. and M. H. Aylesworth, executive manager. An address, "Supplying Rural Districts with Electricity," will be given by a representative of the American Farm Bureau Federation.

The Selected Electric Appliance Company's shop has been opened at 93 Empire Street, Providence, R. I., with a full line of electrical supplies.

Ralph A. Belmont has been granted an extended leave of absence as sales manager of the Beaver Machine & Tool

Company, Newark, N. J. While Mr. Belmont is away, Lester H. Appel will be general sales manager of the company.

Montgomery, Ala., is the latest city to form an Electric League, with a view to closer co-operation in the business development of that city. Its officers are: President, J. M. Barry; vice-president, R. P. Reeves; secretary-treasurer, G. T. Key, Jr.

Charles H. Hubbell has resigned from the sales force of the Morreau Company of Cleveland, O. The company announces Mr. Hubbell's resignation with regret and expresses best wishes for his success in the future.

The Federal Steel Products Company of Newark, N. J., is now located at 2-14 Avenue L, to which address all office and factory mail should be sent.

The American Wringer Company of Woonsocket, R. I., has been reorganized under the name of the American Wringer Company, Inc., with Harold T. Merriman as president and treasurer, William G. Roelker as vice-president and G. R. Keltie as secretary and general manager.

George Baily, formerly supervisor of distributing agents of the Westinghouse Electric & Manufacturing Company, has been elected president of the Varney Electrical Supply Company of Indianapolis, Ind. Mr. Baily has been associated with the Westinghouse Company since 1914 when he entered the company's employ as manager of the supply division of the Cincinnati office.

F. Clifford Estey, president of the New England Executive Radio Council, has severed his connection with the

Clapp, Eastham Company to become president of a new company it is said, that will supply the trade with a complete assortment of moulded parts and a full line of licensed regenerative receiving sets. Mr. Estey is well known in the radio field being one of the oldest amateurs in the country. He is a member of the Radio Club of America, the Institute of Radio Engineers and a director of the Radio Trade Association.

The Pennsylvania State Association of Electrical Contractors and Dealers will hold its semi-annual meeting at the Sterling Hotel, Wilkes-Barre, Pa., on September 12 and 13. "The program," says Secretary M. G. Sellers, "will include luncheon, dinner, open business sessions and entertainment wired for doing things better every day in the modern electric way. Better attend!"

George V. Strahan, vice-president and chief designer of the Mitchell-Vance Company of New York City, died on August 13.

The Pierce Electric Corporation is the name of the business formerly conducted as the Pierce Electric Construction Company of 142 South Avenue, Rochester, N. Y.

The Northern Electric Company of Chicago, manufacturer of electric heating appliances, is now located in new factory quarters at 2835 North Western Avenue. The new building, the company states, is of the latest type of modern factory construction, and affords approximately ten times more space than the company formerly occupied.

Apex Company Holds Tenth Year Convention

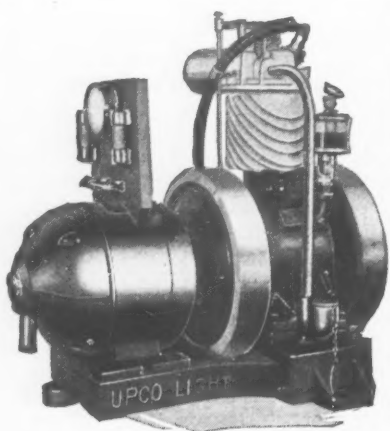


Former Secretary-of-War Newton D. Baker was the principal speaker at the Tenth Year Convention of the Apex Electrical Manufacturing Company, recently held in Cleveland.

More than one thousand delegates came from all parts of the United States and Canada. Four hundred of these were Apex-Rotarex retail salesmen and field managers who had won the right to attend through their sales performances in a spring sales contest conducted by the company. The other delegates were executives of the Apex company itself and of the various

jobbers and distributors who handle the Apex-Rotarex appliances.

A parade up Euclid Avenue was a feature of the opening program and was made especially picturesque by the fact that the Texas delegates appeared in cowboy costumes while a California contingent wore gold miners' outfits loaned them by the producer of the motion picture film "The Covered Wagon." In charge of arrangements for this year's convention were Messrs. C. G. Frantz, C. S. Beardsley, W. A. Frantz, R. J. Strittmatter, W. V. Orr, O. B. Capelle, F. S. Tuerk, and C. A. Jones.



New Merchandise to Sell

(Continued from third page preceding.)

Lighting Plant

Electrical Merchandising, September, 1923

The operating cost of the lighting plant recently brought out by the Universal Products Company of Oshkosh, Wis., is so low, the company claims, "...that by comparison the buying and trimming of lamp wicks become a luxury." The plant is operated by a single-cylinder, 4-cycle engine and is designed for 32 and 110 volts. The 110-volt type is not equipped for battery operation. The 32-volt switchboard is fitted with automatic cutout, for operation with or without batteries. The plant weighs 97 lbs.



Electric Pedestal Grinder

Electrical Merchandising, September, 1923

For general grinding and polishing in machine shops, blacksmiths' shops, automobile repair shops, etc., A. B. Jardine & Company, Ltd., of Hespeler, Ont., Canada, has brought out a pedestal grinder which is claimed to have a strong stiff frame and heavy steel spindle. The height of spindle from the floor is 36 in. The spindle is 1 1/2 in. in diameter, 29 in. long and carries wheel at each end. The device may be obtained with two rests and with or without countershaft. Without countershaft its weight is 140 lb.

Electric Range

Electrical Merchandising, September, 1923

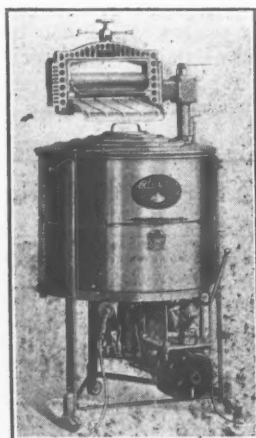
An electric range that is designed for the average family—a range big enough to accommodate a good-sized dinner and yet compact enough for convenient installation in the modern small kitchen—has been brought out by the Rathbone-Sard Electric Company, Aurora, Ill. This new "Acorn" range is provided with baking oven and broiler oven. The hot plates are of the enclosed type with special insulating brick underneath, it is said, to force the heat upward. The top, oven-door frames, front and legs are made of heavy cast iron, mounted on a one-piece, electrically-welded frame.



Portable Lamps

Electrical Merchandising, September, 1923

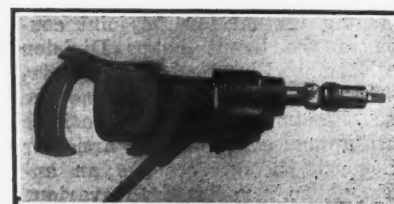
The Consolidated Lamp & Glass Company of Coraopolis, Pa., is introducing a new line of portables, comprising table and boudoir lamps. "They have been designed," says the company, "to answer the lighting requisites of beautiful homes, for the living room, hall and reading room." The shades are hand decorated and of artistic design.



Electric Washing Machine

Electrical Merchandising, September, 1923

"No American citizen," says the manufacturer of the Abso-Clean washing machine illustrated, the Auto Parts Manufacturing Company, 1915 West Fort Street, Detroit, Mich., "wants a woman to do drudgery work that a machine can do for her, especially if the machine can do it better, quicker and cheaper." The Abso-Clean washer operates on the vacuum-percolating principle, it is claimed. It has one large vacuum cup which covers all the clothes in the tub at each stroke. Another feature of the machine is the gas-heater underneath the tub to heat the water. The tub is 24 in. in diameter, of 10 sheet capacity. The wringer rollers are 12-in. long x 1 1/2 in. in diameter.



Electric Screw Driver Attachment for Electric Drill

Electrical Merchandising, September, 1923

A device for the rapid driving of screws in production work has recently been perfected by the Independent Pneumatic Tool Company, 600 West Jackson Boulevard, Chicago. The "Thor" screw driver attachment is fastened onto the spindle end of a small size portable electric drill, which has speed suitable for driving screws, not only wood screws, but also cap screws and any other machine screws. It consists of two units. The first unit or body is connected to the drill spindle and revolves at all times when the drill is running; the second unit is the part that holds the screw driver bit. The Thor electric drill with screw driver attachment is a several-purpose machine, it is claimed, as the screw driver attachment can be removed in a few seconds and replaced with a drill chuck or other attachments, so that the same drill may be used for drilling, reaming, boring, etc.

Electric Ironer with Push-Button Control

Electrical Merchandising, September, 1923

The new model ironing machine recently brought out by the Utensils Company, 305 East Columbia Street, Fort Wayne, Ind., has for its outstanding feature a push-button control which is designed to eliminate the former foot-pedal arrangement for transmitting pressure to the roll. In general design the machine is similar to the company's former model A "armchair" ironer.

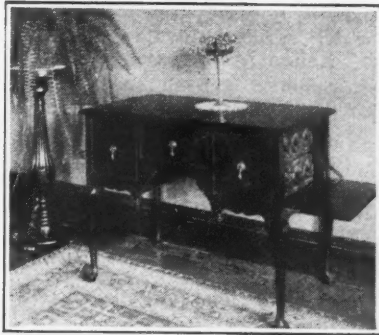


What's new on the market? These pages will tell you. ➡

Console-Enclosed Radio Set*Electrical Merchandising, September, 1923*

Compared with the phonograph, the radio outfit has taken a relatively short time to evolve into a thing of beauty. Everyone remembers the early days of the phonograph, with its ugly dust-catching little horn and square-box appearance.

An unusually artistic radio cabinet, known as the Amrad Console Grand, has been brought out by the American Radio & Research Corporation of Medford Hills, Mass. It is designed along the lines of the popular console, is made of mahogany, and has built into it the Amrad 35 set, including batteries and loudspeaker.

**Renaissance Hall Lantern***Electrical Merchandising, September, 1923*

Redolent with the atmosphere of the Middle Ages is the distinctly-artistic Italian Gothic Renaissance hall lantern brought out by the Florentine Craftsmen, 253 Church Street, New York City. The lantern is hand-wrought, finished in black, and is furnished with yellow or white cathedral glass or with india mica. This design, No. 101, may be obtained in sizes from 5 in. wide, 10 in. high, 24 in. over-all, to 8 in. wide, 18 in. high, 36-in. over-all.

**Cord Connector***Electrical Merchandising, September, 1923*

The C-H 7850 cord connector manufactured by the Cutler-Hammer Manufacturing Company of Milwaukee, Wis., is ideal, the company suggests, for use with portable heaters, lamps, sewing machines and motor-driven devices of all kinds. This device is a small cord connector with electrical contact capacity of 10 amp., 150 volts. The same type of binding screw used on larger connectors is supplied, the company claims, so that the wires may be fastened under the screw heads and held securely.

T-Slot Receptacles*Electrical Merchandising, September, 1923*

A complete line of receptacles is being manufactured by the Cutler-Hammer Manufacturing Company of Milwaukee, Wis. Among these devices are included the C-H No. 7720 duplex T-slot receptacle with flush wall plate, the No. 7710 single flush receptacle, No. 7730 for conduit box, No. 7740 for outlet box and No. 7736, the receptacle with round plate. These receptacles take both tandem and parallel blade caps and only two slots are required, the company states. The depth has been reduced, it is said, to allow more space in the outlet box for wiring.

Electric Torchere*Electrical Merchandising, September, 1923*

To keep in step with the present vogue for torchere-type lighting fixtures, the Classique Lamp Studios of 518 Market Street, Milwaukee, Wis., has developed several beautiful designs of torchere models. These fixtures may be obtained in either table-lamp or floor-lamp types. No. 7000, illustrated, is of the table type. Its metal parts are finished in old gold, while the cylinder is in amber tones. The unit measures 15 in. overall. It is equipped with a pull-chain socket, a 2-piece separable plug and a 6-ft. silk cord.

**Soldering Paste***Electrical Merchandising, September, 1923*

The research laboratories of the General Electric Company have rendered a service to the electrical contractor in the form of a soldering paste that is declared to be non-corrosive, economical and efficient for soldering all metals except aluminum. It will be of use in all work where a dependable soldering paste is required, for telephone, radio, electrical repair and installation work, etc.

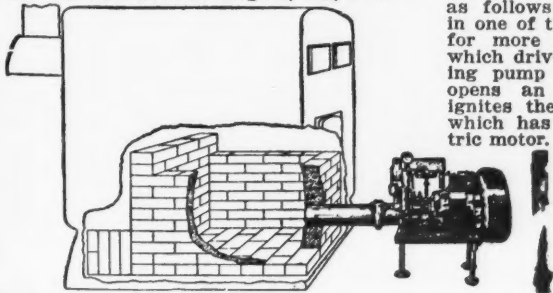
Changing-Slide Display Device*Electrical Merchandising, September, 1923*

The manufacturer of "Slide-O-Graph" display devices, the Standard Slide Corporation, 209 West Forty-eighth Street, New York City, has recently developed its model No. 20, which automatically displays from ten to twenty lantern slides on a 13-in. x 13-in. screen. This model is beautifully designed with a gold frame front, and a 4-ft. gilt-finished pedestal, to match the display unit, may be obtained. The machine (without pedestal) stands 28-in. high, 20-in. deep, 16 in. wide and uses a 400-watt stereopticon lamp. Its weight is about 60 lb.

**Oil-Burning Heating Plant***Electrical Merchandising, September, 1923*

Whether or not the coming winter brings another coal famine should cause no anxiety to folks who are disciples of the heating-by-oil idea. C. U. Williams & Son of Bloomington, Ill., have

developed a new type of burner, known as the "Oil-O-Matic," which is, the company says, a combination of mechanical and low pressure atomization, designed to burn the heavier and cheaper grades of oil, in fact, any oil that will flow through a 1-in. pipe. The operation of the unit is described as follows: "The thermostat (located in one of the rooms of a building) calls for more heat and starts the motor which drives a metering pump, atomizing pump and fan. This action also opens an automatic gas valve and ignites the gas by means of a spark which has been generated by an electric motor. The gas valve, it is claimed, remains open only for a sufficient period to light the oil and then closes. This operation eliminates the use of a continuous pilot light as the gas is used for a short period each time the burner starts."

**Automatically-Operated Clothes Line***Electrical Merchandising, September, 1923*

The electrical dealer who handles electric washing machines, irons and ironing machines can easily interest the housewife in laundry accessories, such as the Ever-Kleen Clozline manufactured by the Ever-Kleen Clozline Company of Sleepy Eye, Minn. The device consists of a heavy galvanized steel post that is 10-ft. long, 5 in. in diameter and weighs approximately 45 lbs. The lines are enclosed in a pulley-like contrivance and are out of sight when not in use. To set the machine up for use it is necessary merely to pull out the lines and spread on hooks attached to the porch, garage, or some handy place approximately 25 ft. (or any distance desired) from the spot where the machine is installed. When the week's washing is dry, the lines can be automatically rewound into the machine and will be kept clean and dry for the next washday.



File these items on 3x5 in. cards every month, to keep your stock index up to date.

Detroit to Hold Electrical Exposition, Nov. 19-21

The first annual electrical exposition ever staged in Detroit will be held during the week of November 19 at the new Detroit Coliseum which has been opened at the Fair Grounds as an all-year-round exposition building. The new Coliseum, it is said, lends itself easily to decoration and by a series of terraces can accommodate 300 exhibits on one floor. The entire Michigan electrical industry has been asked to co-operate and invitations have also been sent to electrical organizations in Ohio and Indiana with the idea of creating a tri-state affair. Applications from exhibitors are now being accepted.

Harry A. Saunders has been chosen by the Ohio Electric & Controller Company of Cleveland, Ohio, to succeed Clarence J. Pagel as district sales manager of Cleveland.

The Inland Electric Company, 14-16 North Franklin Street, Chicago, has purchased the five-story building at 16-18-20 South Wells St., and will occupy it for its new home in the near future. The new building is in the heart of the wholesale district of Chicago. It is now being remodeled. The front half of the first floor will be an up-to-date electrical store. One side of the store is to be reserved for radio; the opposite side for a retail counter; the rear, the wholesale service counter; and center, appliances. Over the rear half of the first floor will be a mezzanine floor on which will be the operating departments, purchasing agent, stock clerks, city sales force and city order department. The rear half of the first floor will consist of stock bins and shipping room. The basement will be used for heavy stocks. On the second floor will be located the general offices and also an up-to-date fixture depart-

ment with a well appointed display room.

The building has a frontage on Wells Street of sixty feet and a total floor area of 27,600 sq.ft.

The Consolidated Lamp & Glass Company, Coraopolis, Pa., announces the new location of the New York offices at 15 East Eighteenth Street, in charge of W. D. Dougherty.

George W. Hoffman, 1535 Cherry Street, Philadelphia, is representing the Autovent Fan & Blower Company in Philadelphia, with headquarters at that address.

E. C. Butler is now associated, in the engineering and sales division, with the American Electric Equipment Company, subsidiaries of which are the Localized Lighting Corporation and the Home Lighting Equipment Corporation. The company's headquarters are located at 151 West Forty-second Street, New York City. Mr. Butler was formerly in the electrical contracting business of the E. C. Butler Electric Corporation.

The Westinghouse Electric & Manufacturing Company announces its recent acquisition of the plant of the Savage Arms Corporation at Sharon, Pa. The plant is now being remodeled and equipped for the manufacture of transformers.

The Redtop Electric Company, Inc., manufacturer of Redtop toasters, irons, Duplex kitchenettes, Fitzall plugs and other electrical specialties, announces the removal of its factory to West Haven, Conn., Campbell Avenue and Brown Street. The sales organization and showrooms will, however, continue to be located at 8 West Nineteenth Street, New York City. The manufacturer states that the production facilities in West Haven are large enough to provide for the company's output, which, because of an unprecedented demand, has been increased ten-fold.

The Modern Appliance Shop Company is a new electrical appliance shop of

Columbus, Ohio, located at 150 East State Street, near Fourth Street. The business is under the management of two Columbus men, Carl L. Freshman and John B. Heinz, both of whom were formerly connected with the electrical appliance department of the Frank P. Hall Company.

The Wright-Cason Electric Company of Knoxville, Tenn., has been organized at 303 West Church Street, to conduct a contractor-dealer business. C. R. Wright, president, was for thirteen years connected with the Knoxville Power & Light Company and for the past three years with the Acme Electric Company. Jerry G. Cason, vice-president, was formerly with the James Supply Company of Chattanooga, Tenn. J. B. Armstrong, secretary, was formerly associated with the Henry M. Moses Electric Company of Knoxville.

The Carroll Electric Company, Inc., of Washington, D. C., has opened a new branch warehouse at 38 South Calvert Street, Baltimore, Md. The company has recently purchased and absorbed the old Chesapeake Electric Company of that city. The new branch is in charge of T. Gant Hardesty, who for the past twenty years has been associated with the electrical supply industry in Baltimore. Louis Carroll, sales director, will make his headquarters at this branch. The Carroll Electric Company was established twenty-three years ago and at present carries in stock a complete line of electrical supplies, motors, fans, blowers and transmission equipment.

The Jarvis Electric Company of Vancouver, B. C., is now located in new quarters at 898 Granville Street, corner of Smythe Street. "In addition to our regular business of wiring, contractors and supplies," says the company, "we will carry a complete line of electrical household labor-saving appliances and lighting fixtures."

Seattle Electrical League's Dinner-Dance Builds Industry Good-Fellowship



The Seattle Electric Club not only manages Electrical Homes and helps its members by furthering the electrical idea among the citizens of Seattle, but it fosters the spirit of good fellowship within the industry. A flashlight picture of the dinner-dance recently enjoyed by the members of the

club and their families shows something of the good spirit which is developed. No man can fail to get on with his competitor if he has played with the other fellow, and if his wife knows the other fellow's wife and likes her.

The Electric Club's entertainment com-

mittee in charge of the above successful affair included: R. M. Cole, Economy Fuse Company, chairman; J. J. Agutter, J. J. Agutter & Company; Fred Block, Pacific States Electric Company; Harry Martin, National Carbon Company; Charles Smutz, Western Electric Company.